

OLSON RUGS

6⁰⁰
1941

*Reversible
Broadloom!*



*You Save
up to 1/2
direct from
the Factory!*

Send us Your Old Rugs, Clothing!

You May Send OLD RUGS CARPETS, CLOTHING of All Kinds and Colors

SEND your materials just as they are. You may order any rug pictured in this book, regardless of the colors in your old materials. It does not matter whether the material you send is all old carpets or rugs—or a part of it is clothing. Don't hesitate to send even badly worn materials. There is more good material in them than you may imagine. Just send the number of pounds we ask for on each page. We do the rest. We guarantee every Olson Rug will be the same high standard of quality. We can use any of the following kinds of old carpets and rugs:

Axminster	Olson Rugs	Smyrna	Fluff Rugs
Velvet	Wilton	Orientals	Tapestry
Brussels	Ingrain	Broadloom	Wool Fibre

or any other kind of carpet or rug

Old Clothing and Other Materials. The materials in wool clothing can be used to splendid advantage in the nap of the rug. Cotton and linen materials are used only in the inner construction—never in the surface of an Olson Rug. Most clothing worn today contains wool that has been reclaimed by the large clothing mills from used clothing. You may send: Coats, Suits, Dresses, Blankets, Sweaters, Curtains, Draperies, Shirts, Table Covers, Sheets, also Sheep's Wool.

If You Lack Enough Material—you can probably get some from friends and neighbors for the asking. To help you out if you still lack enough, we will (if you wish) furnish wool at 25 cents a pound, (which is below the current market).

If You Have No Scales

The following will give you the approximate weight of your old carpets and rugs.

Your old 9 x 12 ft.

Rug will weigh:

Wilton and Other Fine Grade Rugs..... About 40 to 55 lbs.

Tapestry Brussels and Low Grade Velvets..... About 25 lbs.

Better Grade Axminsters and Velvets..... About 30 to 38 lbs.

(Other sizes in proportion.) The average weight of the old carpets or rugs is 2 to 4 pounds to each square yard.

(New Olson Rugs, 9 x 12 ft. size, weigh about..... 45 lbs.)

If You Have More Material Than Required—

Many of our customers gather together *All the Materials* they have around the house—ship by *Freight at Our Expense*—and we send them a *Credit Certificate* for the surplus. They get the materials out of the way—and we save freight charges on the larger shipment.

If You Are Not Ready to Order, but Wish to Get Your Materials Out of the Way—

— **Why Not Ship to Us NOW at Our Expense?** Just Mail Freight or Express receipt and write your name and address clearly and the number of pounds of material you are sending and say—"I'll order later." Each time you ship (see page 5) we will send you a Credit Certificate as shown below.

WE DO NOT BUY OLD MATERIALS



COPYRIGHT, 1941, OLSON RUG CO.

One! Two! Three! and it's Done!



1 Bundle up your materials (no need to wrap) —Phone your Railway Express or Freight office to call at your home for your materials—and Ship at Our Expense.

2 From this complete catalogue it is so easy to choose just the right Color, Pattern and Size rug you need. Let the family help. Mail your order to us—we do the rest.

3 One Week later your new Olson Rugs can be on your floors. Your money back if you don't say "The loveliest rugs I ever had for so little cost." *You Risk Nothing!*

THE MATERIALS IN YOUR OLD RUGS, CLOTHING ARE VALUABLE



Samples (actual size) of wool rug yarn prepared by the Olson Special Process.

How the Valuable Materials in OLD RUGS, CARPETS, CLOTHING

ARE CONVERTED INTO NEW, REVERSIBLE,
BROADLOOM RUGS BY THE OLSON PROCESS

WOULD'N'T you like to look behind the scenes of America's finest modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our thousands of visitors—including the Decorating Editors of practically every woman's magazine, Home Making experts from leading Radio stations, writers, textile engineers, club women, church societies, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug than can be secured elsewhere at twice the price. You would then understand why over two million women, accustomed to paying high store prices for one-sided Axminster, Velvet and Wilton rugs, now prefer to send their old materials to us and get modern, reversible rugs *Direct from the Olson Factory*, where there are no wholesalers', jobbers', retailers' profits or expenses to pay.



Soft, fluffy wool that has been reclaimed from old materials.

You Could Spend Days Here inspecting literally acres of the most modern rug making machinery—shredding machines—carding, washing and scouring, sterilizing, pickering, bleaching machines—great steaming dye vats—row after row of looms which for speed and efficiency have never been excelled.

What thinking man or woman fails to get a real thrill out of a worth while economy? This is why, included in our list of customers, you will find the names of three Presidents of the United States, well known Governors, a distinguished daughter of a famous president, an Eastern financier, etc.

Our Process is a Natural One. For years, steel, iron, tin, glass and many other materials have been reclaimed. Everyone knows that many fine writing

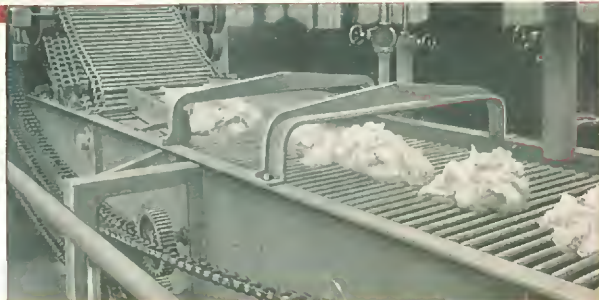
papers are made with discarded clothing. By the Scientific Olson Process we are able to reclaim the good seasoned wools that remain in all old rugs, carpets and clothing no matter how worn they appear to be.

This Is The Day of Specialists. I am sure you would marvel at the magnitude of this largest of modern rug plants with its hundreds of expert weavers, dyers, chemists, skilled artisans, engineers and specialists of all sorts most of whom have spent a lifetime perfecting their departments.

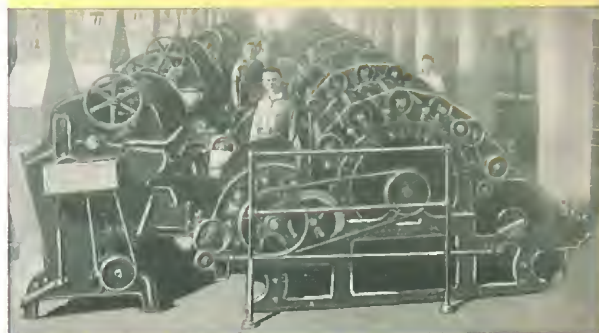


An accurate picture (actual size) of a piece cut from an Olson Rug to show the sturdy construction and deep wool pile on both sides (almost 1/2-inch thick).

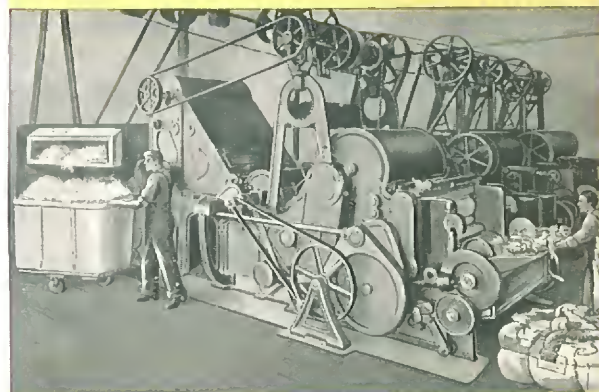
These new and finer type Olson Rugs are the crowning achievement of our 67 years of constant effort. Please do not confuse Olson Rugs with rugs made in the ordinary way from old carpets and rugs. They are absolutely different. Every Olson Rug is woven (next page)



Continuous washing, scouring, sterilizing, bleaching and dyeing machine 75 feet long.



Great carding machines where the material is carded and combed into long, fluffy strands.



ABOVE: Here the old materials are cut and shredded—the good wools separated and prepared for carding.

BELOW: Spinning and twisting the yarn.





A few of the great looms that weave the beautiful, high-pile Olson Rugs shown in this catalogue. We have developed new methods of weaving which for speed and efficiency have never been excelled.



A section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enable us to offer you finer rugs for less money.



This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in so many rugs.

with the same painstaking care and attention to detail that is employed in the weaving of the finest high priced Wilton Rugs.

By the Famous Olson Process, we sort, merge and reclaim the good wool and other materials in all kinds of old carpets, rugs, clothing, blankets, draperies, etc. We thoroughly scour, sterilize, shred, picker, card, comb, bleach and combine it into soft, fluffy, sanitary wool that looks and feels like costly new materials. This material is steamed and scientifically "treated" to give it fresh, new luster and resiliency—tightly spun, wound into skeins, expertly dyed with the finest of dyes, and woven on great power looms into luxurious, modern, seamless, reversible rugs as illustrated.

By our elaborate process of scouring, cleaning and boiling, every particle of dirt, all stains, etc., are removed. No germs could possibly survive

this thorough sterilizing. The finished rug is immaculately clean, fresh and sanitary.

It Has Taken Us Over Half a Century of painstaking effort and constant improvement to make these finer Olson Rugs the excellent floor covering they are today.

If you will divide the cost of an Olson Rug, which can be used on both sides, by the greater number of years of wear and satisfaction it will give you, you can come to only one conclusion, "it is true economy to send in your old carpets, rugs and clothing and get beautiful, new reversible rugs at half the price of an ordinary one-sided store rug." We promise a pleasant surprise. Read our famous 67-year-old Guarantee of "Satisfaction or Your Money Back," printed on the back cover of this catalog.

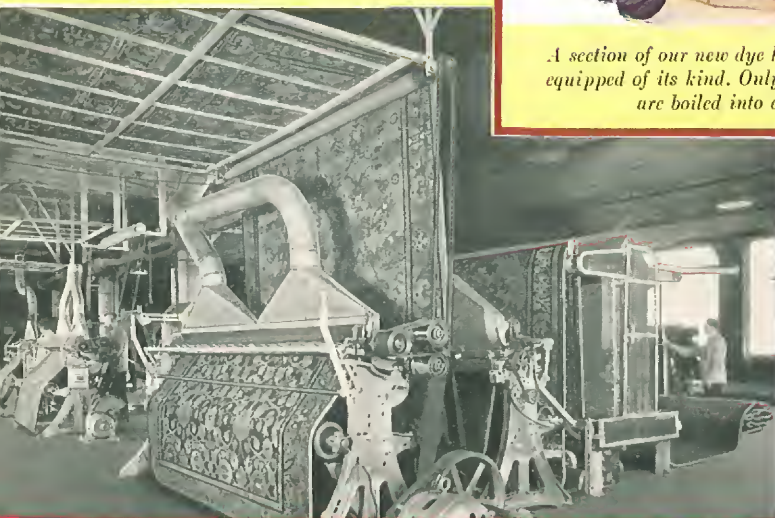
You cannot lose a penny. That is why we say "Send us Your Materials now and Try Olson Rugs at our Risk."

BELOW—A view of some of our large steaming and shearing machines through which all Olson Rugs must pass so that the nap on both sides is luxuriously soft and smooth.



A section of our new dye house, one of the largest and best equipped of its kind. Only the finest dyes are used, which are boiled into every particle of yarn.

A small section of our spinning division showing some of the immense machines 125 feet long, that spin the wool into firmly twisted, high-grade rug yarn used in Olson Rugs.



WE PAY SHIPPING CHARGES

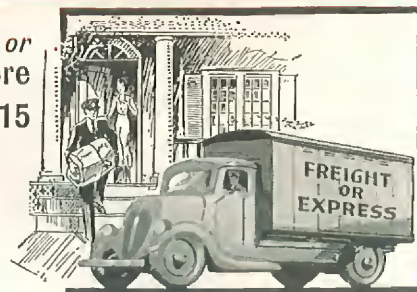
On Old Material from Any Place in the United States



Ship by Fast FREIGHT—if bundle weighs 40 or 50 to 300 pounds or more

Ship by EXPRESS—if your bundle weighs from 15 pounds to 40 or 50 pounds

PREPAY PARCEL POST if your bundle weighs less than 15 pounds—and we will deduct the cost from your bill if you will write the amount on your order.



If You Live in One of These States

Ship material to us at CHICAGO

Alabama	Minnesota	Oklahoma
Arkansas	Mississippi	Pennsylvania
Colorado	Missouri	(See Map)
Florida	Montana	South Carolina
Georgia	Nebraska	South Dakota
Illinois	New Mexico	Tennessee
Indiana	New York	Texas
Iowa	(See Map on	Virginia
Kansas	Order Blank)	West Virginia
Kentucky	North Carolina	Wisconsin
Louisiana	North Dakota	Wyoming
Michigan	Ohio	

If You Live in One of These States

Ship material to us at NEW YORK
c/o Bush Terminal, Brooklyn, N. Y.

Connecticut	Massachusetts	Pennsylvania
Delaware	New Hampshire	(See Map)
Maine	New Jersey	Rhode Island
Maryland	New York	Vermont
	(See Map)	Washington, D. C.

If You Live in One of These States

Ship material to us at San FRANCISCO
c/o Haslett Terminal, 285 Brannan Street

Arizona	Nevada	Utah	Idaho
California	Oregon	Washington	

HOW TO SEND MONEY

In remitting, mail Postal or Express Money Order, Bank Draft, Personal Check, or Cash by Registered Letter. *Many of Our customers mail check with the order if they are in an extra hurry for their rugs, or, you can remit later when we notify you your rugs are ready. MAIL your remittance—do not place it in your bundle.*

We Do Not Pay Transportation on Rug Orders Under \$8.00

How to Order—It's Easy

YOU will make it easier for us if you write your order on one of our order blanks. Merely fill in the size and catalogue number of the rugs you desire and MAIL to us with the receipt which your freight or express agent gives you. That's all—we do the rest.

Simply roll up your old carpets, rugs and clothing *just as they are (without wrapping)* and tie with rope; attach our tag and ship to us. We guarantee the safe arrival of your material, also the safe return of your new rugs. Our Customers Pay the Small Return Charges. *We Pay One Way—You Pay One Way.*



To Ship By Fast Freight—just 'PHONE any local RAILROAD FREIGHT office to pick up your bundle of material at your home. This new pick-up service is offered at no extra charge by railroads in practically all cities, towns and villages. The driver will ship your materials to us *at our expense* and give you a receipt.

To Ship By Express—just 'PHONE your local RAILWAY EXPRESS office and tell them to have their driver call at your home and pick up your bundle. They will ship it to us *at our expense* and give you a receipt.

All railroads deliver to our doors over our own side tracks. No re-handling. No delays. Your material reaches us in One to Three days by Fast Freight.



Only from the OLSON FACTORY Can You Get

"FINISHED" RUGS IN SO MANY SIZES

Unusual and Extra Large Sizes for Every Possible Need

THE correct size rug for almost every conceivable size room is shown on each page—more rug sizes than you will find anywhere else in the United States. Only in a very exceptional case would it be necessary to order a "SPECIAL SIZE RUG."

Savings are greatest if you order from the 43 regular sizes shown. However, we are able to weave "SPECIAL SIZES" in 13 different WIDTHS up to 16 feet by ANY LENGTH at the prices shown at the bottom of each Price List.

Naturally, the price on these "SPECIAL SIZES" is necessarily a little higher due to resetting of the looms. Special Sizes

sometimes require a little more time—10 days to two weeks.

No Need to "Put Up" with Misfit Rugs

Nothing mars the beauty of a room so much as a misfit rug—one too small—too short—or too narrow. The popular trend is to use full size rugs covering most of the floor which gives a room spaciousness and adds an atmosphere of charm and distinction. Why be satisfied with ordinary, one-sided rugs in the few sizes offered when you can order beautiful, deep-piled, seamless *Reversible Broadloom Rugs* from the Olson factory in just the right Size, Color and Pattern at Half the cost?



Number 7351

"Royal Mulberry"

RICH Mulberry and deep Plum—two of today's most popular and fascinating colors—form this superb new blend. Here is the ultimate in warm, living shades of natural fruit colors—so desirable from the modern home decorator's point of view because it harmonizes beautifully with so many delightful color schemes. This exquisite blend will enable any Homemaker to have at least one room in her house refreshingly "Different" and "Unusual."

Give your home an air of gracious charm and distinction with this regal, deep-textured broadloom rug. Woven seamlessly, with the same luxurious nap on both sides for double wear and comfort. A wide range of sizes to choose from—sizes to exactly fit any room.

From this complete catalogue you can choose just the right Color, Pattern and Size rug you need. Just ship your material at our expense and mail your order to us—we do the rest.

SIZES	MATERIAL	PRICES
SEND		
27x42 in..about	3 pounds.	\$2 ⁴⁰
30x54 in.."	4 .."	3 ⁴⁰
36x63 in.."	6 .."	4 ⁷⁵
4x5 ft..about	7 pounds.	\$6 ³⁵
4x6 ft.."	9 .."	7 ⁶⁰
4x6¾ ft.."	10 .."	8 ⁶⁰
5x6 ft..about	12 pounds.	\$9 ⁵⁵
5x7 ft.."	14 .."	11 ¹⁰
5x8 ft.."	15 .."	12 ⁷⁰
5x9 ft.."	17 .."	14 ³⁰
6x7 ft..about	16 pounds.	\$13 ³⁵
6x8 ft.."	19 .."	15 ²⁵
6x9 ft.."	21 .."	17 ¹⁵
6x10 ft.."	22 .."	18 ⁹⁵
7x9 ft..about	25 pounds.	\$19 ⁹⁵
7x10 ft.."	27 .."	22 ²⁵
8x8 ft..about	25 pounds.	\$20 ³⁵
8x9 ft.."	27 .."	22 ⁸⁵
8x10 ft.."	30 .."	25 ⁴⁰
8¼x10½ ft.."	35 .."	27 ⁵⁰
8x11 ft.."	34 .."	27 ⁹⁵
9x9 ft..about	31 pounds.	\$25 ⁵⁰
9x10 ft.."	34 .."	28 ³⁵
9x11 ft.."	38 .."	30 ³⁰
9x12 ft.."	42 .."	30 ⁸⁵
9x13 ft.."	45 .."	36 ³⁰
9x14 ft.."	49 .."	39 ⁶⁵
9x15 ft.."	52 .."	42 ⁵⁰
9x18 ft.."	62 .."	50 ⁹⁵
10x10 ft..about	39 pounds.	\$31 ⁵⁰
10x11 ft.."	43 .."	34 ⁶⁵
10x12 ft.."	47 .."	37 ⁸⁰
10x13 ft.."	51 .."	40 ⁹⁵
10x14 ft.."	54 .."	43 ⁹⁵
11x11 ft..about	47 pounds.	\$38 ¹⁰
11x12 ft.."	51 .."	41 ⁵⁵
11x13 ft.."	55 .."	44 ⁹⁵
11x14 ft.."	60 .."	48 ⁵⁰
12x12 ft..about	56 pounds.	\$45 ³⁵
12x15 ft.."	70 .."	56 ⁶⁵

RUNNERS—Stair, Hall

	For Each Foot in Length:
27 ins. wide..	1 pound... \$.71
36 ins.	1¼ .."95
22 ins.	¾ .."61

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

	For Each Foot in Length:
4 ft. wide....	1½ pounds \$1.32
5 ft.	2 .." ... 1.65
6 ft.	2¼ .." ... 1.98
7 ft.	2¾ .." ... 2.30
8 ft.	3 .." ... 2.63
9 ft.	3½ .." ... 2.84
10 ft.	4 .." ... 3.30
11 ft.	4¼ .." ... 3.62
12 ft.	4¾ .." ... 3.78
13 ft.	5 .." ... 4.28
14 ft.	5½ .." ... 4.61
15 ft.	5¾ .." ... 4.93
16 ft.	6¼ .." ... 5.27

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

Number 3051 →

New Taupe Blend *A Soft, Rich Effect*

SEVERAL shades of soft, rich Taupe have been skillfully blended to form this unique and charming rug. Taupe has always been an outstanding favorite of homemakers the world over because it forms the perfect background for so many different color schemes.

This harmonious blend will bring an abundance of warmth and character to your floor decoration and at the same time it will serve as a splendid neutral setting for your other furnishings.

Try this handsome new rug in your own home. Like all Olson Rugs, it will be woven Seamless and Reversible for double wear.

Why not send us your materials now? Our factory-to-you prices save half of your rug money.

←SIZES, PRICES on Opposite Page



← Number 4351

Hunter Green *A Deep, Rich Shade*

STUDY this charming, home-like room. Its harmony delights the eye. Yet this much sought for effect of simplicity is quickly and inexpensively achieved by ordering this new deep shade of green.

Here's a rich, practical rug for any room in the home, a rug that fairly breathes an atmosphere of charm and contentment.

Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in surroundings of this kind? A rug that will work a sure cure for monotony.

A rug you can live with year after year. The rich texture gives no hint of the great saving. The soft, deep nap on both sides yields luxuriously underfoot. Double the wear.

←SIZES, PRICES on Opposite Page



The
same
deep nap
and the
same lovely
pattern are wo-
ren on both sides.

Number 91551

"Log Cabin" A Great Favorite

THIS delightful Early American pattern with its exquisite blend of colors gives an effect so fresh and appealing that we feel you, too, will find it irresistible. Customers everywhere are enthusiastic in their praise of this unusual and wholly charming rug. A great variety of colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here's a sure tonic for that tired room, for nothing is more truly modern today than Early American.



SIZES MATERIAL PRICES

SEND		
27x42 in..about	3 pounds.	\$2 ⁹⁰
30x54 in....	4.....	3 ⁹⁵
36x63 in....	6.....	5 ⁵⁵
4x5 ft....about	7 pounds.	\$7 ⁴⁵
4x6 ft.....	9.....	8 ⁹⁰
4x6 ³ / ₄ ft....	10.....	9 ⁹⁵
5x6 ft....about	12 pounds.	\$11 ¹⁵
5x7 ft.....	14.....	12 ⁹⁵
5x8 ft.....	15.....	14 ⁸⁵
5x9 ft.....	17.....	16 ⁷⁰
6x7 ft....about	16 pounds.	\$15 ⁶⁰
6x8 ft.....	19.....	17 ⁸⁵
6x9 ft.....	21.....	19 ⁹⁵
6x10 ft....	22.....	22 ³⁰
7x9 ft....about	25 pounds.	\$23 ⁴⁰
7x10 ft....	27.....	25 ⁹⁵
8x8 ft....about	25 pounds.	\$23 ⁷⁵
8x9 ft.....	27.....	26 ⁷⁵
8x10 ft....	30.....	29 ⁷⁰
8 ¹ / ₄ x10 ¹ / ₂ ft..	35.....	32 ¹⁵
8x11 ft....	34.....	32 ⁷⁰
9x9 ft....about	31 pounds.	\$29 ⁸⁰
9x10 ft....	34.....	33 ¹⁰
9x11 ft....	38.....	35 ⁵⁰
9x12 ft....	42.....	35 ⁹⁵
9x13 ft....	45.....	41 ⁹⁰
9x14 ft....	49.....	46 ³⁵
9x15 ft....	52.....	49 ⁷⁰
9x18 ft....	62.....	59 ⁶⁰
10x10 ft..about	39 pounds.	\$36 ⁸⁰
10x11 ft....	43.....	40 ⁵⁰
10x12 ft....	47.....	44 ¹⁵
10x13 ft....	51.....	47 ⁸⁵
10x14 ft....	54.....	51 ⁵⁰
11x11 ft..about	47 pounds.	\$44 ⁵⁰
11x12 ft....	51.....	48 ⁵⁵
11x13 ft....	55.....	52 ⁶⁰
11x14 ft....	60.....	56 ⁶⁵
11x15 ft....	64.....	60 ⁷⁰
12x12 ft..about	56 pounds.	\$52 ⁹⁵
12x15 ft....	70.....	66 ²⁵

RUNNERS—Stair, Hall ANY LENGTH
For Each Foot in Length:
27 ins. wide... 1 pound... \$.83
36 ins.... " 1¹/₄..... " 1.10

SPECIAL SIZES woven in following
WIDTHS by ANY LENGTH at the
prices shown below:

For Each Foot in Length:		
4 ft. wide...	1 ¹ / ₂ pounds	\$1.54
5 ft....	2.....	1.93
6 ft....	2 ¹ / ₄	2.31
7 ft....	2 ³ / ₄	2.69
8 ft....	3.....	3.07
9 ft....	3 ¹ / ₂	3.31
10 ft....	4.....	3.84
11 ft....	4 ¹ / ₄	4.23
12 ft....	4 ³ / ₄	4.41
14 ft....	5 ¹ / ₂	5.39

[Above weights are 1/4 less than re-
quired. We add NEW WOOL to make
up the difference at no extra charge.]

Number 17547 →

Blue "Texture"

WE combined our most popular Texture design with our richest, softest color to make the distinctive rug shown here. A lovely French Blue provides the background, with Royal and Midnight Blue forming the all-over design. Accents of Terra Cotta and Ecru are skillfully worked into the pattern making this one of the most attractive and practical rugs we've ever offered. Woven seamless and reversible for double wear.

← SIZES, PRICES on Opposite Page



The same deep nap and the same lovely pattern are woven on both sides.

← Number 33573

Early American

Design of Rare Charm

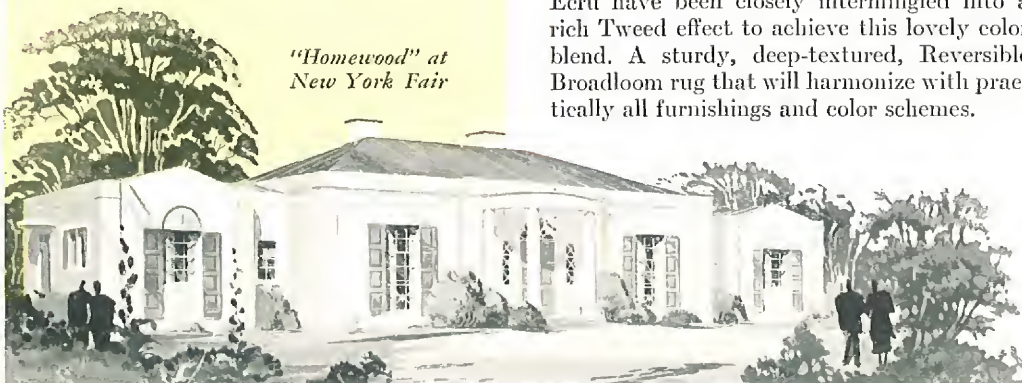
THERE is a charm about things Early American to which nearly everyone sooner or later succumbs. "The tremendous popularity of Early American continues," writes the Decorating Editor of the Ladies' Home Journal. There is something homey, refreshingly gay, friendly and typically American about this sturdy rug that goes well with so many furnishings. Just picture the charm of this lovely rug in your home, with its soft practical Rose Taupe, Walnut Brown, Rust and Copper tones.

← SIZES, PRICES on Opposite Page



GOOD HOUSEKEEPING
MAGAZINE
Selects OLSON RUGS
for Model "All-Gas"
WORLD'S FAIR HOUSE

"Homewood" at
New York Fair



Number 6151

New Tweed Blend

THIS very rich looking and intensely practical rug will withstand the hardest sort of wear without showing soil or footmarks. Tones of light Copper Taupe, Fawn, Cocoa Brown and Ecru have been closely intermingled into a rich Tweed effect to achieve this lovely color blend. A sturdy, deep-textured, Reversible Broadloom rug that will harmonize with practically all furnishings and color schemes.

SIZES	MATERIAL	PRICES
SEND		
27x42 in..about	3 pounds.	\$2 ⁴⁰
30x54 in...."	4...."	3 ⁴⁰
36x63 in...."	6...."	4 ⁷⁵
4x5 ft....about	7 pounds.	5 ⁶³⁵
4x6 ft....."	9...."	7 ⁶⁰
4x6¾ ft...."	10...."	8 ⁶⁰
5x6 ft....about	12 pounds.	9 ⁵⁵
5x7 ft....."	14...."	11 ¹⁰
5x8 ft....."	15...."	12 ⁷⁰
5x9 ft....."	17...."	14 ³⁰
6x7 ft....about	16 pounds.	13 ³⁵
6x8 ft....."	19...."	15 ²⁵
6x9 ft....."	21...."	17 ¹⁵
6x10 ft...."	22...."	18 ⁹⁵
7x9 ft....about	25 pounds.	19 ⁹⁵
7x10 ft...."	27...."	22 ²⁵
8x8 ft....about	25 pounds.	20 ³⁵
8x9 ft....."	27...."	22 ⁸⁵
8x10 ft...."	30...."	25 ⁴⁰
8¼x10½ ft.."	35...."	27 ⁵⁰
8x11 ft...."	34...."	27 ⁹⁵
9x9 ft....about	31 pounds.	25 ⁵⁰
9x10 ft...."	34...."	28 ³⁵
9x11 ft...."	38...."	30 ³⁰
9x12 ft...."	42...."	30 ⁸⁵
9x13 ft...."	45...."	36 ³⁰
9x14 ft...."	49...."	39 ⁶⁵
9x15 ft...."	52...."	42 ⁵⁰
9x18 ft...."	62...."	50 ⁹⁵
10x10 ft..about	39 pounds.	31 ⁵⁰
10x11 ft...."	43...."	34 ⁶⁵
10x12 ft...."	47...."	37 ⁸⁰
10x13 ft...."	51...."	40 ⁹⁵
10x14 ft...."	54...."	43 ⁹⁵
11x11 ft..about	47 pounds.	38 ¹⁰
11x12 ft...."	51...."	41 ⁵⁵
11x13 ft...."	55...."	44 ⁹⁵
11x14 ft...."	60...."	48 ⁵⁰
12x12 ft..about	56 pounds.	45 ³⁵
12x15 ft...."	70...."	56 ⁶⁵

RUNNERS — Stair, Hall ANY LENGTH

For Each Foot in Length:		
27 ins. wide..	1 pound...	\$.71
36 ins.	1¼...."	.95
22 ins.	¾...."	.61

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:		
4 ft. wide....	1½ pounds	\$1.32
5 ft.	2...."	1.65
6 ft.	2¼...."	1.98
7 ft.	2¾...."	2.30
8 ft.	3...."	2.63
9 ft.	3½...."	2.84
10 ft.	4...."	3.30
11 ft.	4¼...."	3.62
12 ft.	4¾...."	3.78
13 ft.	5...."	4.28
14 ft.	5½...."	4.61
15 ft.	5¾...."	4.93
16 ft.	6¼...."	5.27

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

OLSON RUG CO.

"Spanish Red" A Captivating Color

CAN'T you just picture the transformation that this beautiful, soft Red rug will make in your dining room, living room, library or entrance hall? A fashionable, solid color rug that will bring richness, warmth and a new feeling of luxury to the most expensively furnished interior—and give a spacious, distinguished air to even an unpretentious room.

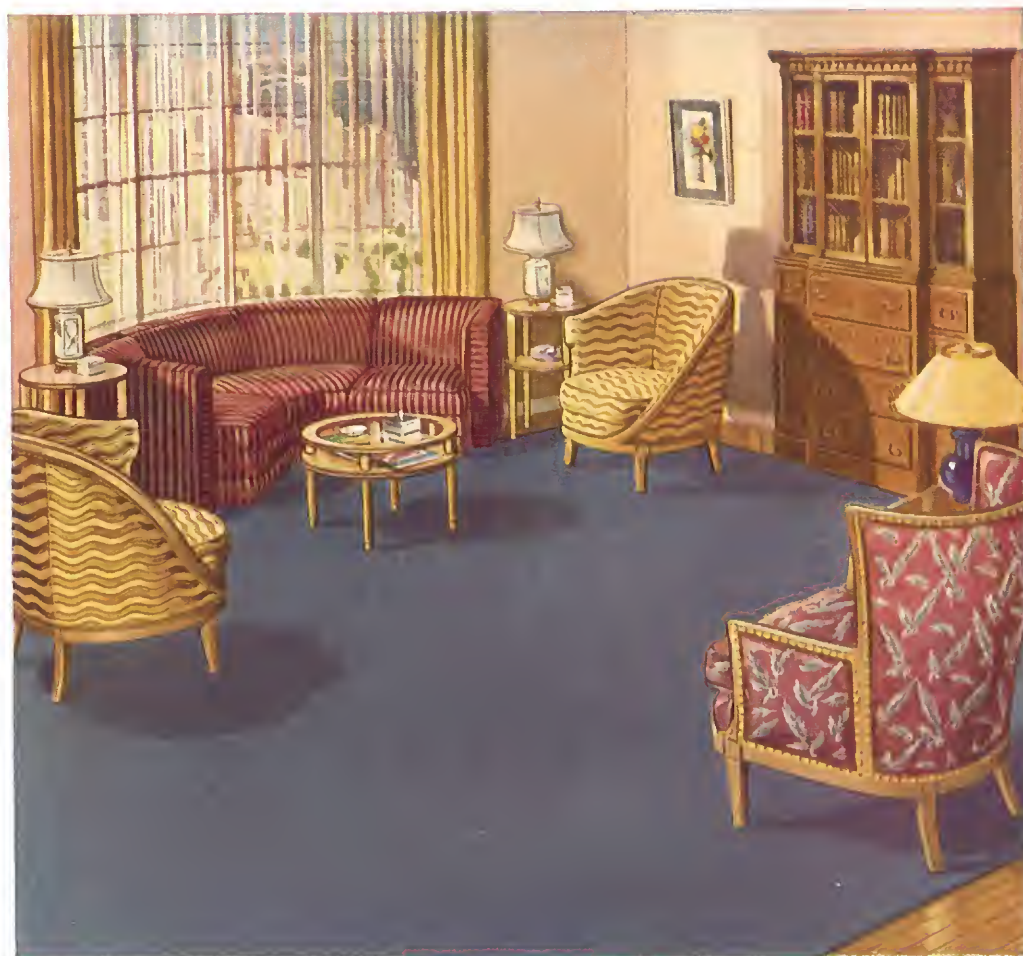
A sturdy, rich-textured, deep-napped rug that yields luxuriously underfoot. A rug woven seamless and reversible to give added years of wear for the much used room.

Why not send us a bundle of your discarded materials and let us show you what we can do? You will not be disappointed. Every Olson Rug is backed by our famous Guarantee of "Satisfaction or Your Money Back."

←SIZES, PRICES on Opposite Page



Note how much colorful interest and rich simplicity the broadloom rug adds to this friendly, mellow room with its sturdy Jacobean furnishings.



← Number 1451

Pastel Blue for Modern Loveliness

IMAGINE the refreshing change that this lovely, soft, blue rug will bring to your home? A smart, modern, appealing new shade that will bring colorful beauty and gracious simplicity to any room.

Think of the joy of having exquisite, deep-textured, two-sided broadloom "luxury" rugs like these on your floors—the kind of rugs you will be proud of when guests look around.

Every Olson Rug is woven seamless and reversible—and what a difference that makes in feel, appearance and durability.

Why not decide now to send us a bundle of your old materials and TRY one of these beautiful rugs in your living room, dining room, hall or bedroom? Why pay full retail prices when you can save up to One-Half? We guarantee to please you or refund your money.

←SIZES, PRICES on Opposite Page



The
same
deep nap
and the
same lovely
pattern are wo-
ven on both sides to
give double the wear

Number 68578

Modern Design In Rich Wood Tones

IN this charmingly different rug, we have combined some of the striking features of modern design with the sturdy charm of Early American hand-woven effects. The result is a rug that may well be used with any type of furniture, and in a room of any period. The mellow beauty of a richly grained parquet floor is reproduced by a careful blending of various tones of taupe, brown, peach, rust, beige, ceru, and mahogany.



SIZES MATERIAL PRICES

SEND

27x42 in..about	3 pounds.	\$2 ⁹⁰
30x54 in..."	4..."	3 ⁹⁵
36x63 in..."	6..."	5 ⁵⁵
4x5 ft...about	7 pounds.	\$7 ⁴⁵
4x6 ft..."	9..."	8 ⁹⁰
4x6¾ ft..."	10..."	9 ⁹⁵
5x6 ft...about	12 pounds.	\$11 ¹⁵
5x7 ft..."	14..."	12 ⁹⁵
5x8 ft..."	15..."	14 ⁸⁵
5x9 ft..."	17..."	16 ⁷⁰
6x7 ft...about	16 pounds.	\$15 ⁶⁰
6x8 ft..."	19..."	17 ⁸⁵
6x9 ft..."	21..."	19 ⁹⁵
6x10 ft..."	22..."	22 ³⁰
7x9 ft...about	25 pounds.	\$23 ⁴⁰
7x10 ft..."	27..."	25 ⁹⁵
8x8 ft...about	25 pounds.	\$23 ⁷⁵
8x9 ft..."	27..."	26 ⁷⁵
8x10 ft..."	30..."	29 ⁷⁰
8¼x10½ ft."	35..."	32 ¹⁵
8x11 ft..."	34..."	32 ⁷⁰
9x9 ft...about	31 pounds.	\$29 ⁸⁰
9x10 ft..."	34..."	33 ¹⁰
9x11 ft..."	38..."	35 ⁵⁰
9x12 ft..."	42..."	35 ⁹⁵
9x13 ft..."	45..."	41 ⁹⁰
9x14 ft..."	49..."	46 ³⁵
9x15 ft..."	52..."	49 ⁷⁰
9x18 ft..."	62..."	59 ⁶⁰
10x10 ft...about	39 pounds.	\$36 ⁸⁰
10x11 ft..."	43..."	40 ⁵⁰
10x12 ft..."	47..."	44 ¹⁵
10x13 ft..."	51..."	47 ⁸⁵
10x14 ft..."	54..."	51 ⁵⁰
11x11 ft...about	47 pounds.	\$44 ⁵⁰
11x12 ft..."	51..."	48 ⁵⁵
11x13 ft..."	55..."	52 ⁶⁰
11x14 ft..."	60..."	56 ⁶⁵
11x15 ft..."	64..."	60 ⁷⁰
12x12 ft...about	56 pounds.	\$52 ⁹⁵
12x15 ft..."	70..."	66 ²⁵

RUNNERS—Stair, Hall

ANY LENGTH

For Each Foot in Length:

27 ins. wide..	1 pound...	\$.83
36 ins..."	1¼..."	1.10

SPECIAL SIZES

woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:

4 ft. wide...	1½ pounds	\$1.54
5 ft..."	2..."	1.93
6 ft..."	2¼..."	2.31
7 ft..."	2¾..."	2.69
8 ft..."	3..."	3.07
9 ft..."	3½..."	3.31
10 ft..."	4..."	3.84
11 ft..."	4¼..."	4.23
12 ft..."	4¾..."	4.41
14 ft..."	5½..."	5.39

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

Number 20520 →

Stunning Effect In Deep Wine Reds

THE colorful, deep-toned beauty of this distinguished looking broadloom rug will delight you. It is hard to imagine a richer background for other furnishings regardless of period or style. It will bring deep-textured loveliness and the charm of simplicity to any room in your home. The graceful leaf design has a handsome embossed effect found only in the most expensive rugs. A luxuriously soft, seamless, reversible rug that will give double wear and double your money's worth. Sizes for any room.

← SIZES, PRICES on Opposite Page



← Number 54534

Early American Charm at Its Best

HERE is a lovely, informal new design irresistible to those fond of Early American rugs. Deep and luxurious, it shows a charming, hooked-like floral pattern in rich shades of Copper Taupe, Brown and Red on a warm Taupe background. Gold, Terra Cotta, Green, and Black are effective accents. Tho Early American in inspiration, you may use this rug with furnishings of any type. Woven seamless and reversible for double luxury and durability. Why not send your old materials and see for yourself. You risk nothing.

← SIZES, PRICES on Opposite Page



Modern
Seamless Reversible
Broadloom—Any Size

Lovely, Practical, New Tweed Color Blends



(Top) Number 6351 Woodtones

The field is in the lovely, mellow Cocoa Brown shade so much in demand, sprinkled over with lighter and darker accent colors in soft woodtone browns.

(Center) Number 9551 Beige

A fascinating, practical Beige tweed blend that satisfies handsomely the demand for light color effects.

(Bottom) Number 1151 Blue

Closely intermingled tones of French Blue, Midnight Blue, Sky Blue and Navy Blue achieve this rich looking texture effect.

SIZES MATERIAL PRICES

SEND

27x42 in..about 3 pounds.	\$2 ⁴⁰
30x54 in... " 4 ... "	3 ⁴⁰
36x63 in... " 6 ... "	4 ⁷⁵
4x5 ft...about 7 pounds.	\$6 ³⁵
4x6 ft... " 9 ... "	7 ⁶⁰
4x6¾ ft... " .10 ... "	8 ⁶⁰
5x6 ft...about 12 pounds.	\$9 ⁵⁵
5x7 ft... " .14 ... "	11 ¹⁰
5x8 ft... " .15 ... "	12 ⁷⁰
5x9 ft... " .17 ... "	14 ³⁰
6x7 ft...about 16 pounds.	\$13 ³⁵
6x8 ft... " .19 ... "	15 ²⁵
6x9 ft... " .21 ... "	17 ¹⁵
6x10 ft... " .22 ... "	18 ⁹⁵
7x9 ft...about 25 pounds.	\$19 ⁹⁵
7x10 ft... " .27 ... "	22 ²⁵
8x8 ft...about 25 pounds.	\$20 ³⁵
8x9 ft... " .27 ... "	22 ⁸⁵
8x10 ft... " .30 ... "	25 ⁴⁰
8¼x10½ ft. " .35 ... "	27 ⁵⁰
8x11 ft... " .34 ... "	27 ⁹⁵
9x9 ft...about 31 pounds.	\$25 ⁵⁰
9x10 ft... " .34 ... "	28 ³⁵
9x11 ft... " .38 ... "	30 ³⁰
9x12 ft... " .42 ... "	30 ⁸⁵
9x13 ft... " .45 ... "	36 ³⁰
9x14 ft... " .49 ... "	39 ⁶⁵
9x15 ft... " .52 ... "	42 ⁵⁰
9x18 ft... " .62 ... "	50 ⁹⁵
10x10 ft..about 39 pounds.	\$31 ⁵⁰
10x11 ft... " .43 ... "	34 ⁶⁵
10x12 ft... " .47 ... "	37 ⁸⁰
10x13 ft... " .51 ... "	40 ⁹⁵
10x14 ft... " .54 ... "	43 ⁹⁵
11x11 ft..about 47 pounds.	\$38 ¹⁰
11x12 ft... " .51 ... "	41 ⁵⁵
11x13 ft... " .55 ... "	44 ⁹⁵
11x14 ft... " .60 ... "	48 ⁵⁰
12x12 ft..about 56 pounds.	\$45 ³⁵
12x15 ft... " .70 ... "	56 ⁶⁵

RUNNERS—Stair, Hall ANY LENGTH

For Each Foot in Length:

27 ins. wide.. 1 pound...	\$.71
36 ins. " " 1¼ " "	.95
22 ins. " " ¾ " "	.61

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:

4 ft. wide... 1½ pounds	\$1.32
5 ft. " " 2 " "	1.65
6 ft. " " 2¼ " "	1.98
7 ft. " " 2¾ " "	2.30
8 ft. " " 3 " "	2.63
9 ft. " " 3½ " "	2.84
10 ft. " " 4 " "	3.30
11 ft. " " 4¼ " "	3.62
12 ft. " " 4¾ " "	3.78
13 ft. " " 5 " "	4.28
14 ft. " " 5½ " "	4.61
15 ft. " " 5¾ " "	4.93
16 ft. " " 6¼ " "	5.27

Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.

Number 4251 →

Two-Toned Green A Soft, Rich Blend

A RUG that is extremely serviceable and rich in character with intermingled tones of Grey Green and deep-toned Hunter Green.

A rug that will handsomely set off your other furnishings and bring a friendly, refreshing glow of color to any room. A rug you can live with year after year. A deep-textured, reversible broadloom rug that gives no hint of the great saving.

No need to put up with misfit rugs. Here are sizes for any size room—sizes you can't get elsewhere. Why not send us your old materials and get lovelier rugs like this for half the money you'd expect to pay. Every rug is backed by our 67-year-old guarantee of satisfaction.

← SIZES, PRICES on Opposite Page



← Number 2651

Two-Tone Raisin A Lovely, Rich Blend

WOULDN'T you just love to spread a luxurious, cushiony, reversible broadloom rug like this across your floors—a rug with interesting, texture-quality in a lovely two-tone Raisin blend?

It has a depth of color—a certain richness that has made it unusually popular. A practical color blend that is "right" with any type of decorating. A rich background for other furnishings.

Give your home an added touch of character and distinction with this smart, full-bodied, firmly woven rug. Here is lasting rug beauty and luxury at a truly remarkable saving in money.

Send us your old Rugs, Carpets, Clothing and try this charming tone-on-tone effect on your own floors at our risk.

← SIZES, PRICES on Opposite Page



It's all so easy: Tie up your materials—Phone your local Railway Express or Freight to call at your door—and ship at our expense.

Number 5151

Rich, Tweed Blend in Twist Weave Effect

A HANDSOME blend of Taupe and Golden Brown with accents of Black. What could be more practical for any room where hard wear is expected than this luxurious, all purpose, figured Broadloom rug? A blend so harmonious, so delightfully different, that it presents an entirely new idea in the planning of smart, modern decorating schemes.

Here is a rug that will bring character and warm beauty to your floors and, at the same time, will form an ideal background for all types of furnishings. It will stand a lot of wear without showing soil or footmarks. Woven Seamless and Reversible without border as shown.

SIZES MATERIAL PRICES

SIZES	MATERIAL SEND	PRICES
27x42 in..about	3 pounds.	\$2 ⁴⁰
30x54 in...."	4...."	3 ⁴⁰
36x63 in...."	6...."	4 ⁷⁵
4x5 ft....about	7 pounds.	\$6 ³⁵
4x6 ft...."	9...."	7 ⁶⁰
4x6¾ ft...."	10...."	8 ⁶⁰
5x6 ft....about	12 pounds.	\$9 ⁵⁵
5x7 ft...."	14...."	11 ¹⁰
5x8 ft...."	15...."	12 ⁷⁰
5x9 ft...."	17...."	14 ³⁰
6x7 ft....about	16 pounds.	\$13 ³⁵
6x8 ft...."	19...."	15 ²⁵
6x9 ft...."	21...."	17 ¹⁵
6x10 ft...."	22...."	18 ⁹⁵
7x9 ft....about	25 pounds.	\$19 ⁹⁵
7x10 ft...."	27...."	22 ²⁵
8x8 ft....about	25 pounds.	\$20 ³⁵
8x9 ft...."	27...."	22 ⁸⁵
8x10 ft...."	30...."	25 ⁴⁰
8¼x10½ ft...."	35...."	27 ⁵⁰
8x11 ft...."	34...."	27 ⁹⁵
9x9 ft....about	31 pounds.	\$25 ⁵⁰
9x10 ft...."	34...."	28 ³⁵
9x11 ft...."	38...."	30 ³⁰
9x12 ft...."	42...."	30 ⁸⁵
9x13 ft...."	45...."	36 ³⁰
9x14 ft...."	49...."	39 ⁶⁵
9x15 ft...."	52...."	42 ⁵⁰
9x18 ft...."	62...."	50 ⁹⁵
10x10 ft....about	39 pounds.	\$31 ⁵⁰
10x11 ft...."	43...."	34 ⁶⁵
10x12 ft...."	47...."	37 ⁸⁰
10x13 ft...."	51...."	40 ⁹⁵
10x14 ft...."	54...."	43 ⁹⁵
11x11 ft....about	47 pounds.	\$38 ¹⁰
11x12 ft...."	51...."	41 ⁵⁵
11x13 ft...."	55...."	44 ⁹⁵
11x14 ft...."	60...."	48 ⁵⁰
12x12 ft....about	56 pounds.	\$45 ³⁵
12x15 ft...."	70...."	56 ⁶⁵

RUNNERS—Stair, Hall

For Each Foot in Length:	ANY LENGTH
27 ins. wide... 1 pound...	\$ 71
36 ins. 1¼...."	.95
22 ins. ¾...."	.61

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:	ANY LENGTH
4 ft. wide.... 1½ pounds	\$1.32
5 ft. 2...."	1.65
6 ft. 2¼...."	1.98
7 ft. 2¾...."	2.30
8 ft. 3...."	2.63
9 ft. 3½...."	2.84
10 ft. 4...."	3.30
11 ft. 4¼...."	3.62
12 ft. 4¾...."	3.78
13 ft. 5...."	4.28
14 ft. 5½...."	4.61
15 ft. 5¾...."	4.93
16 ft. 6¼...."	5.27

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

Number 2551 →

Wine Red

THIS is an age of color. Never before have homes been so colorful, so appealing. Hand in hand with the growing vogue for deep toned rugs has come an increased appreciation for reds. As our contribution to this style trend, we offer the exquisite reversible, broadloom rug shown here. It is a rich blend of two deep shades of wine red combined to give a soft, warm glow of color that handsomely sets off other furnishings. We urge you to order one of these distinguished looking rugs. We promise a pleasant surprise.

←SIZES, PRICES on Opposite Page



← Number 9651

A Lovely Mellow Woodtone Brown

ONE of the very latest color creations that has found instant favor in the finest homes. No wonder decorators are using Brown today. And what a charming, practical new shade of Brown it is.

Study this smartly modern, home-like room. Its harmony delights the eye. Yet this sought-for effect is quickly and inexpensively achieved by replacing your old rug with an Olson Reversible Broadloom Rug in this smart new color.

Here is a luxurious, practical "2-in-1" rug for any room where hard wear is expected. A rug you can live with year after year. The rich texture gives no hint of the great saving. No need to put up with misfit rugs. Here are sizes for any room. Woven Seamless and Reversible for double wear.

←SIZES, PRICES on Opposite Page



Ovals for Charm

THINK of the many places where you can use an oval rug: in bedrooms, at the foot of stairs, in front of davenport, easy chair or fireplace to protect your larger rugs. Wherever there is unusual wear, one of these appealing ovals will help to prolong the life of your larger rugs—and add a charming, decorative note. At these amazingly low prices we feel sure you will want to include one of these lovely ovals in your order.

← **Number 07528—ORCHID**—The lovely Early American bedroom at the left, with its authentic maple furniture, owes much of its inviting charm to the appealing simplicity of design and color in the beautiful oval rugs on the floor. A soft shade of orchid is enhanced by sprightly colors in a dainty floral design. Reversible and richly fringed.

Number 04508 APPLE GREEN

An exquisite soft shade of green with a delightful flowered border. Ideal for any room where a cheerful spot of color is desired. Reversible and fringed.

Number 09574 COLONIAL

A quaint, colorful new design. The flowered center is set in a background of rich taupe, while the vari-colored border is handsomely framed by a ground of black and deep brown. Woven reversible with a luxurious fringe.



Number 01566 DELFT BLUE

A lovely soft shade—one of today's most popular colors. Woven reversible, fringed.

Number 09577 18th CENTURY

A lovely, floral design on a soft beige ground, that will bring a touch of charm and graciousness to any room. Reversible, fringed

Number 03583 EARLY AMERICAN

This colorful design, one of our latest, was taken from a lovely Early American hooked rug. Woven reversible and handsomely fringed.

PRICE LIST for OVALS

SIZES	MATERIAL	PRICES
	SEND	
27x42 in.	about 3 lbs.	\$3 ³⁵
30x54 in.	4. "	4 ⁶⁵
36x63 in.	6. "	6 ³⁰
41¼x6¾ ft. "	10. "	11 ³⁰

Made only in above Sizes



Lucille Austin

DECORATING HELPS

A few Simple Rules to Guide You

By our Decorating Expert, whose Advice is Free to Olson Customers

THIS book brings you the new trends—the smart, up-to-the-minute new rug colors and patterns. All are designed to make your home a lovelier, friendlier, more comfortable place in which to live.

In these pages, American women of taste and refinement are offered the kind of rugs they would choose if price were no object—rugs of such distinction, at prices so temptingly low, that one is eager to find a place in one's home for every pattern shown.

Modern Decorating Demands "Livable Rooms" and "Colorful Harmony"

Through her new knowledge of decorating, the modern woman knows that the rug is the keynote—the *background* of the entire room. She appreciates the need for a *background* of beauty.

Perhaps no other single decorating item in a room can transform it so completely and inexpensively as the fresh beauty of a luxurious, Modern Olson Reversible Broadloom Rug.

Surely none of us want our homes to be exactly like those of our friends or neighbors. Let your own good taste be your guide in planning rooms that are distinctive. Remember, this is an age of **COLOR**. Don't be afraid to use it freely. Colorful rooms chase away cares of the day. Rugs can help more than anything else.

An inferior rug spoils the beauty of everything that comes near it—and measured by years of satisfaction, a cheap, poorly constructed rug costs more than a good rug.

What Size Should a Rug Be?

THE trend today is to show less bare floor space around the rug. This is accomplished by the use of a larger rug which gives a feeling of luxury and spaciousness and pulls everything together better. But in many homes with fine wood floors, a larger margin around the rug is still preferred. It is entirely a matter of taste. There are no hard and fast rules. Usually, however, a rug that is too small

makes a room appear smaller and a pleasing arrangement difficult.

Owing to the limited number of sizes offered by rug stores, many women select rugs not suited to their rooms; and nothing mars the beauty of a room so much as a misfit rug—one too small—too short—or too narrow.

The Olson Rug Co. have entirely eliminated the necessity of using misfit rugs by weaving Unusual Sizes and Large Rugs for *every need*—*Reversible Rugs* that may be **TURNOVER** FOUR WAYS to distribute the wear at doorways, in front of chairs, etc.

Avoid Misfit Rugs

For instance, you can imagine how out of place the ordinary 9x12 foot rug would look in a square room. In these pages you will find such unusual sizes as 9x9 feet, 10x10 feet, 11x12 feet, etc.

Adjoining rooms connected by wide doorways may be effectively treated by using rugs in the same color or design,



Wine Red—a rich new color

though this is not necessary. Rugs in adjoining rooms, however, should harmonize.

The use of only scatter rugs in living rooms is seldom successful, for they make a room seem smaller and more cluttered. A larger rug offers a richer and more spacious effect. If a solid or two-toned rug is used, scatter rugs in contrasting colors, or in a design, may be thrown over the large rug for protection in front of davenport, easy chair or fireplace, and at thresholds, giving a colorful note of interest. Scatter rugs must be laid parallel with walls.

A Few Fundamental Rules

AS a general rule rugs should be darker than the walls or ceilings, but pleasing effects are possible through the use of light rugs in rooms with darker walls.

If you select a richly figured rug, it will be more harmonizing to have the walls and hangings conservative in pattern. Solid colors, two-tone and tweed blends however, may be used anywhere with all types of furniture. They are in excellent taste. Many of the finest homes are furnished with them throughout.

In your living room, place your furniture in friendly, conversational groups arranged for easy use. Avoid placing chairs stiffly along the walls. Plan furniture arrangements to balance in height. Place largest pieces against largest wall areas. Large pieces should always be parallel or at right angles to wall—never diagonal. Enliven your rooms with a colorful chair, lamps, pillows.



(Above) A rug that is too small makes a room look bare.
(Below) The correct size rug gives a room spaciousness.



NO OTHER RUGS Off

"DON'T YOU LOVE
OUR NEW OLSON
BROADLOOM RUGS?
SO SOFT AND RICH
LOOKING. JUST
WHAT THIS ROOM
NEEDED. AND BEST
OF ALL, THEY'RE
REVERSIBLE."

"MARY, YOU'RE A
WONDER! THEY'RE
BEAUTIFUL! AND
TO THINK YOU
SAVED ALMOST
HALF THE MONEY
WE PLANNED
TO SPEND."



• HERE ARE SEVENTEEN

- 1 You Furnish Materials** thus saving a large part of the cost of your rugs.
- 2 You Deal Direct With Factory** which means YOU eliminate wholesalers, jobbers and retailers profits, expenses, rents, salaries, etc.—a big saving.
- 3 You Order By Mail** direct from the great Olson factory, the most economical method of buying ever devised. In the quiet of your home, undisturbed by over-anxious salesmen, you can leisurely select the rugs best suited to the furnishings in your home.
- 4 Two Rugs in One.** When one side is worn you have another fresh, new, deep nap surface on the other side with colors and patterns undimmed by use. Don't be misled by such advertisements as "Woven through to the back"—this does not mean "Reversible."
- 5 You Can Turn Olson Rugs** four different ways to distribute the wear; ordinary one-sided rugs can be turned around only once. Think of the added wear.
- 6 Twice As Soft Underfoot.** A reversible Olson Rug is soft and quiet underfoot—thrilling luxury.
- 7 No Pads Are Needed.** The added expense of a pad, so necessary when you buy thin, ordinary one-sided rugs, is now unnecessary because the under surface of an Olson Rug is actually BETTER than any pad.
- 8 They Are Closely and Firmly Woven** with plenty of body to make them lay smooth and flat without the need of a lot of glue sizing on the back. An Olson Rug is all rug. An Olson Rug is easy to clean.

Try America's Finest Low

TYPICAL LETTERS FROM SOME OF OUR

"Friends are Enthusiastic"

"To say I am delighted expresses my enthusiasm feebly. I can't believe there was enough material for the four extra throw rugs. I'd have considered myself lucky to find two. My friends are enthusiastic and three of them plan to send you their old rugs and materials."

Mrs. F. G. Wamsley, Clarksville, Ia.



"More Than Pleased"

"We are more than pleased with our new Olson Rug. In it we feel we have one which will give us years of service. We are glad we dealt with a reputable house."

Mrs. D. R. Stevenson, Lodi, Wis.

Thanks for Good Service

"The rugs you sent me are beautiful indeed and I am delighted with them. They make my rooms look so much more attractive that I am asking all my friends to come in and see how they brighten up my home. Thank you for your excellent service also."

Mrs. R. H. Crockett,
Franklin, Tenn.



"Beautiful and Durable"

"This was my second order of rugs from your company and I find they hold up well under the hard wear which they are subject to in my home. For beauty and durability, I don't think they can be excelled. I shall be glad to show them to my friends."

Mrs. W. I. Smith, Durham, N.C.



er You SO MUCH for SO LITTLE

SEEN REASONS WHY •

- 9 As Easy to Handle as a Wilton** and the wool is all woven into the nap or wearing surface and not buried in the back where it only adds weight.
- 10 Woven Seamless** in one piece up to 16 feet wide by any length. No seams to wear threadbare.
- 11 Richer Textured Weave** than you will find in store rugs at twice the price.
- 12 High Grade Dyes** are used in all Olson Rugs to insure beauty through the years.
- 13 The Yarns Are Double Twisted** by our special Olson Process to insure a wearing surface that will withstand many more years of wear.
- 14 Widest Selection of Colors and Patterns.** Complete display of all the smart new effects. Exclusive patterns, colors and blends impossible to find in stores.
- 15 Special and Large Sizes** made to order in 7 to 10 days to fit any room—a service you cannot find in any store. No need to put up with misfit rugs.
- 16 Satisfaction Guaranteed** or money back. A guarantee proudly fulfilled for 66 years. Every rug carefully inspected and guaranteed perfect.
- 17 Over Half a Century of Experience** as rug manufacturers. Sixty-six years of constant improvements. An organization of "rug specialists" that have also faithfully served the mothers and grandmothers of the present generation.

"JUST THINK! WHEN GRANDMA WAS A LITTLE GIRL SHE PLAYED ON OLSON RUGS. SO DID I. AND NOW YOU CHILDREN ARE GOING TO HAVE THE LOVELIEST OLSON RUGS OF ALL."



Priced Rugs — At Our Risk

2 MILLION CUSTOMERS

"Friends Intend Ordering"

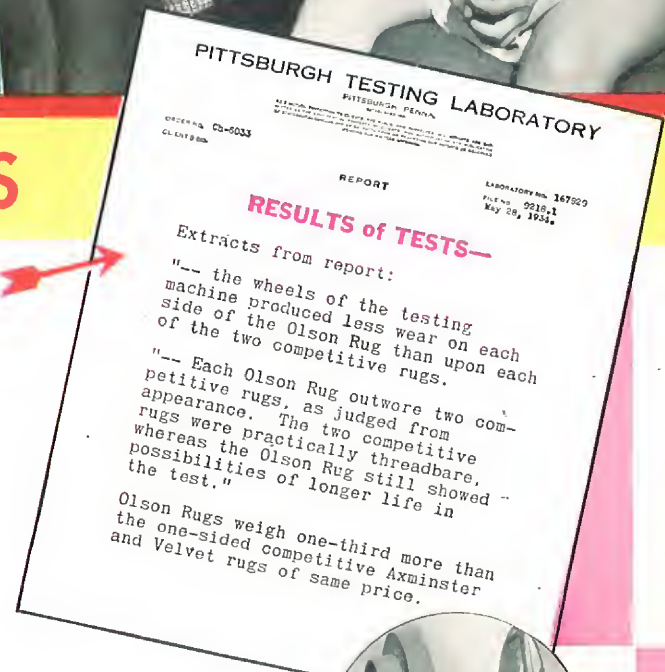
"I am delighted with my Olson rugs. They are far handsomer than I expected and I am sure they will give years of satisfaction. My white pup likes to sleep on them. Can't say I blame him; he, too, chooses the best. A number of friends intend ordering an Olson Rug—just from seeing mine." Mrs. E. B. Thornton, Andover, Mass.



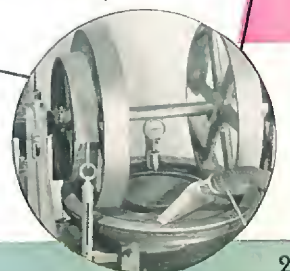
HERE'S PROOF

**That Olson Reversible Rugs
Last Twice as Long**

THE Pittsburgh Testing Laboratory, outstanding engineers and chemists for fifty years, made these tests on a government type carpet testing machine designed by U. S. Bureau of Standards at Washington. They chose two 9 x 12 ft. Olson Rugs about to be shipped to customers and compared them with two 9 x 12 one-sided rugs bought by mail from other sources and selected because they resembled in color and pattern and were identical in price to the Olson Rugs. This report tells its own story.



Government type
"Wear Test" machine
designed by U. S.
Bureau of Standards
at Washington.





SIZES MATERIALS PRICES

SEND		
27x42 in..about 3 pounds.		\$2 ⁹⁰
30x54 in... " 4 ... "		3 ⁹⁵
36x63 in... " 6 ... "		5 ⁵⁵
27 in.x 6 ft.. " 6 pounds.		\$4 ⁹⁸
27 in.x 9 ft.. " 9 ... "		7 ⁴⁷
27 in.x12 ft.. " 12 ... "		9 ⁹⁶
27 in.x15 ft.. " 15 ... "		12 ⁴⁵
4x6¾ ft..about10 pounds.		\$9 ⁹⁵
6x9 ft..... " 21 ... "		19 ⁹⁵
8¼x10½ ft.. " 35 ... "		32 ¹⁵
9x9 ft... about31 pounds.		\$29 ⁸⁰
9x10 ft.... " 34 ... "		33 ¹⁰
9x10½ ft.. " 36 ... "		34 ⁷⁶
9x11 ft.... " 38 ... "		35 ⁵⁰
9x12 ft.... " 42 ... "		35 ⁹⁵
9x13 ft.... " 45 ... "		41 ⁹⁰
9x14 ft.... " 49 ... "		46 ³⁵
9x15 ft.... " 52 ... "		49 ⁷⁰
9x16 ft.. about56 pounds.		\$52 ⁹⁶
9x17 ft.... " 59 ... "		56 ²⁷
9x18 ft.... " 62 ... "		59 ⁶⁰
9x19 ft.... " 66 ... "		62 ⁸⁹
9x20 ft.... " 70 ... "		66 ²⁰
9x21 ft.... " 73 ... "		69 ⁵¹
11x11 ft.. about47 pounds.		\$44 ⁵⁰
11x12 ft.... " 51 ... "		48 ⁵⁵
11x13 ft.... " 55 ... "		52 ⁶⁰
11x14 ft.... " 60 ... "		56 ⁶⁵
11x15 ft.... " 64 ... "		60 ⁷⁰
11x16 ft.. about68 pounds.		\$67 ⁵⁸
11x17 ft.... " 72 ... "		71 ⁹¹
11x18 ft.... " 76 ... "		76 ¹⁴
11x19 ft.... " 80 ... "		80 ³⁷
11x20 ft.... " 85 ... "		84 ⁶⁰
11x21 ft.... " 89 ... "		88 ⁸³

RUNNER — Stair, Hall ANY LENGTH

For Each Foot in Length:

27 ins. wide... 1 pound... \$.83

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:

9 ft. wide... 3½ pounds \$3.31

11 ft... " 4¼... " 4.23

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

Number 95525

Have You Ever Seen A Lovelier Rug?

An exquisite new "18th Century" floral design that will bring to your home all the charm and graciousness of "The Golden Age of Taste." The perfect background for Modern 18th Century French, English, Victorian and Georgian rooms. A rug of rare beauty for informal rooms of mixed periods. The beautiful colors and the grace of this lovely design on a soft beige background will bring out the charm of other furnishings. Every rug is woven Seamless and Reversible for double luxury underfoot. Two sides for double wear.



SEND US YOUR OLD CARPETS, RUGS, CLOTHING

"Your Old Rugs,
Carpets, Clothing,
Are Too Valuable
To Waste"

Number 95505 →

*Lovely, Practical New
"Texture" Design*

A BEAUTIFUL example of one of the latest trends in good style. You will find this practical, all-over pattern easy to use, too, with its delightfully effective accents of blues, rusts and peach on warm, mellow tones of beige, ecru, taupe and raisin shades which reflect and complement drapery and upholstery fabrics in almost any colors. An "All Purpose" rug for any room or style of decorating. Every rug is woven Seamless and Reversible with the same handsome pattern, and the same deep, luxurious nap on both sides for double wear and luxury underfoot. Every rug is finished with a trim small border all around. Send us your old materials. You risk nothing by a trial.

← SIZES, PRICES on Opposite Page



← Number 94504

*Popular Leaf Design in
Rose Quartz,
the New Color Hit*

HERE is a delightfully subtle color that has leaped into instant favor with decorators and homemakers everywhere and deservedly so. Try it in your home. You will find Rose Quartz a gracious complement to your other furnishings. The pattern is a lovely version of the tone-on-tone leaf designs so fashionable today. Every rug is woven Seamless and Reversible with the same rich pattern, the same deep nap on both sides for double wear and double luxury underfoot. Why pay high retail prices when you can save up to 1/2 by sending your old materials to the Olson Factory?

← SIZES, PRICES on Opposite Page



*Modern
Seamless Reversible
Broadloom—Any Size You Want*

Practical New Blends In the Smart New Twist Weave Effects

(Top)  Number 2351  Henna

Rich shades of Rust Red and Terra Cotta closely intermingled with deep Raisin and Copper make this exquisite color effect.

(Center)  Number 4151  Green

A lovely soft new Tweed blend of Grey Green, Hunter Green and deep Pine Green accented with light Apple Green. Extremely smart and popular.

(Bottom)  Number 7651  Burgundy

Closely intermingled tones of Ruby Red, Mulberry, Wine Red and deep Rose achieve this beautiful Burgundy Red rug.



SIZES	MATERIAL	PRICES
SEND		
27x42 in..	about 3 pounds.	\$2.40
30x54 in...	" 4 " "	3.40
36x63 in...	" 6 " "	4.75
4x5 ft...	about 7 pounds.	\$6.35
4x6 ft...	" 9 " "	7.60
4x6 3/4 ft...	" 10 " "	8.60
5x6 ft...	about 12 pounds.	\$9.55
5x7 ft...	" 14 " "	11.10
5x8 ft...	" 15 " "	12.70
5x9 ft...	" 17 " "	14.30
6x7 ft...	about 16 pounds.	\$13.35
6x8 ft...	" 19 " "	15.25
6x9 ft...	" 21 " "	17.15
6x10 ft...	" 22 " "	18.95
7x9 ft...	about 25 pounds.	\$19.95
7x10 ft...	" 27 " "	22.25
8x8 ft...	about 25 pounds.	\$20.35
8x9 ft...	" 27 " "	22.85
8x10 ft...	" 30 " "	25.40
8 1/4 x 10 1/2 ft.	" 35 " "	27.50
8x11 ft...	" 34 " "	27.95
9x9 ft...	about 31 pounds.	\$25.50
9x10 ft...	" 34 " "	28.35
9x11 ft...	" 38 " "	30.30
9x12 ft...	" 42 " "	30.85
9x13 ft...	" 45 " "	36.30
9x14 ft...	" 49 " "	39.65
9x15 ft...	" 52 " "	42.50
9x18 ft...	" 62 " "	50.95
10x10 ft...	about 39 pounds.	\$31.50
10x11 ft...	" 43 " "	34.65
10x12 ft...	" 47 " "	37.80
10x13 ft...	" 51 " "	40.95
10x14 ft...	" 54 " "	43.95
11x11 ft...	about 47 pounds.	\$38.10
11x12 ft...	" 51 " "	41.55
11x13 ft...	" 55 " "	44.95
11x14 ft...	" 60 " "	48.50
12x12 ft...	about 56 pounds.	\$45.35
12x15 ft...	" 70 " "	56.65

RUNNERS — Stair, Hall ANY LENGTH

For Each Foot in Length:		
27 ins. wide..	1 pound...	\$.71
36 ins. " "	1 1/4 " "	.95
22 ins. " "	3/4 " "	.61

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:		
4 ft. wide...	1 1/2 pounds	\$1.32
5 ft. " "	2 " "	1.65
6 ft. " "	2 1/4 " "	1.98
7 ft. " "	2 3/4 " "	2.30
8 ft. " "	3 " "	2.63
9 ft. " "	3 1/2 " "	2.84
10 ft. " "	4 " "	3.30
11 ft. " "	4 1/4 " "	3.62
12 ft. " "	4 3/4 " "	3.78
13 ft. " "	5 " "	4.28
14 ft. " "	5 1/2 " "	4.61
15 ft. " "	5 3/4 " "	4.93
16 ft. " "	6 1/4 " "	5.27

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

Your OLD MATERIALS are more VALUABLE than Ever

Number 1351 →

A New Blend of Rich Delft Blues

BLUE is one of the favored decorating colors today and here is a lovely soft blend of beautiful Delft Blue shades, in a practical pattern effect, that will bring a feeling of calm, refreshing charm to any room.

You'll be delighted with the way its rich shades blend with so many decorating schemes. Though it is shown here in a bedroom, it is equally practical for the living room, dining room or any room in the home.

Order one of these beautiful blue rugs and thrill to the transformation it will bring. Every rug woven Seamless and Reversible for double wear and luxury underfoot. Sizes to correctly fit every conceivable room. Why not save *half* your rug money and get *lovelier* rugs like this?

←SIZES, PRICES on Opposite Page



New
Rugs in
One Week

Modern
Seamless Reversible
Broadloom—Any Size

OLSON RUG CO.

← Number 7551

Copper Taupe A Soft, New Blend

WHAT could be more practical for any room where hard wear is expected than this luxurious, serviceable, all-purpose figured rug?

A two-tone blend in the soft new Copper Taupe shades so harmoniously restful, so delightfully different, that it presents an entirely new idea for your decorating schemes.

Simplicity and character—the keynotes of modern decorating are immediately apparent in this fine rug. A distinctive, rich textured rug that will bring personality, hospitality and good taste to your dining room, living room or bedrooms.

Made without border, only as shown. Woven Seamless and Reversible with the same deep-textured loveliness on both sides. A wide range of sizes to choose from—sizes that will correctly fit any room.

←SIZES, PRICES on Opposite Page

← Number 21531

Oriental Loveliness

HERE is one of those rich Persian designs that possesses much of the beauty and splendor of a priceless hand-made Sarouk. Adapted from a century-old masterpiece, our artists have used the graceful, balanced floral design and colors with marked success. The ground is a deep, rich wine red for which Sarouks have been famous for generations. Soft colors carry out the delicacy of design so characteristic of genuine Sarouk Orientals. Woven Seamless and Reversible. *In these sizes:*

SIZES	MATERIAL	PRICES
	SEND	
30x54 in....	about 4 pounds...	\$ 3 ⁹⁵
36x63 in.....	6.....	5 ⁵⁵
4x6¾ ft.....	10.....	9 ⁹⁵
6x9 ft.....	21.....	19 ⁹⁵
8¼x10½ ft...	35.....	32 ¹⁵
9x12 ft.....	42.....	35 ⁹⁵
9x15 ft.....	52.....	49 ⁷⁰
11x13 ft.....	55.....	52 ⁵⁰

Above weights are 1/4 less than required. We add NEW WOOL to make up difference at no extra charge.

→ Number 90540

Rich, Practical

COLORS that will enchant you—inspired by a priceless Persian rug. The rich background of Taupe offers an effective contrast to the soft blue, rose, gold and green in the lovely design. Seamless, Reversible. *In these sizes:*

SIZES	MATERIAL	PRICES
	SEND	
30x54 in....	about 4 pounds...	\$ 3 ⁹⁵
36x63 in.....	6.....	5 ⁵⁵
4x6¾ ft.....	10.....	9 ⁹⁵
6x9 ft.....	21.....	19 ⁹⁵
8¼x10½ ft...	35.....	32 ¹⁵
9x12 ft.....	42.....	35 ⁹⁵
9x15 ft.....	52.....	49 ⁷⁰
11x12 ft.....	51.....	48 ⁵⁵
11x15 ft.....	64.....	60 ⁷⁰
27 in.x 9 ft...	9.....	7 ⁴⁷
27 in.x 12 ft..	12.....	9 ⁹⁶

Above weights are 1/4 less than required. We add NEW WOOL to make up difference at no extra charge.

CENTURIES old, the original of this exquisite Persian pattern is a treasured museum possession. You will love its permanent, luster-woven beauty and its particularly rich motifs and colorings which appeal to all who appreciate the finest in Persian design. The varied rose tones in the field form an ideal setting for the lovely colors of the design, while the dark background of the border offers a pleasing contrast to the colorful ornamental units. Seamless, Reversible. *In these sizes:*

SIZES	MATERIAL	PRICES
30x54 in.	SEND <i>about 4 pounds</i>	5 3⁹⁵
36x63 in.	" 6	5⁵⁵
4x6 3/4 ft.	" 10	9⁹⁵
6x9 ft.	" 21	19⁹⁵
8 1/4 x 10 1/2 ft.	" 35	32¹⁵
9x12 ft.	" 42	35⁹⁵
11x12 ft.	" 51	48⁵⁵
27 in. x 9 ft.	" 9	7⁴⁷

Above weights are 1/4 less than required. We add NEW WOOL to make up difference at no extra charge.



Persian Beauty

This exquisite pattern with its wealth of soft, blending Persian colors, will impart a world of character to any room in your home. The field is of midnight blue upon which are woven intricate Persian traceries and rich arabesques faithfully reproduced from a famous 16th Century Oriental. The border is a deep Chinese red. Here is rich-textured luxury at a sensational saving. Seamless and Reversible, same on both sides. *In these sizes:*

SIZES	MATERIAL	PRICES
30x54 in....	about 4 pounds..	\$ 3 ⁹⁵
36x63 in....	6" "	5 ⁵⁵
4x6 ³ / ₄ ft....	10" "	9 ⁹⁵
6x9 ft....	21" "	19 ⁹⁵
8 ¹ / ₄ x10 ¹ / ₂ ft....	35" "	32 ¹⁵
9x12 ft....	42" "	35 ⁹⁵
9x15 ft....	52" "	49 ⁷⁰
11x15 ft....	64" "	60 ⁷⁰
27 in.x9 ft....	9" "	7 ⁴⁷

Above weights are 1/4 less than required. We add **NEW WOOL** to make up difference at no extra charge.



Number 9151

Deep Taupe — Rich and Practical

YOU just know that the occupants of this attractive, restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rugs have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new shade of Taupe. A color that will not show soil. Not only will this exquisite color lend itself admirably to varied furniture and color schemes, but

it will stand up under the most severe wear without losing its richness. For dark rooms we suggest the lighter Taupe shown on page 33. No need to put up with misfit rugs. From the wide range of sizes we offer, you can select rugs that exactly fit your rooms. Every Olson rug is Woven Seamless and Reversible with the same deep-textured luxury on both sides for double wear and comfort. Why not try Olson Rugs at our risk? We guarantee satisfaction.

Number 9156

Deep Taupe with Border



Number 4056

Grey Green with Border



Number 7156

Mulberry with Border



SIZES	MATERIAL	WITHOUT BORDER	WITH BORDER
SEND			
27x42 in..about 3 pounds.		\$2.40	\$2.60
30x54 in.. " 4 " " "		3.40	3.65
36x63 in.. " 6 " " "		4.75	5.10
4x5 ft..about 7 pounds.		\$6.35	\$6.85
4x6 ft.. " 9 " " "		7.60	8.20
4x6 3/4 ft.. " 10 " " "		8.60	9.20
5x6 ft..about 12 pounds.		\$9.55	\$10.25
5x7 ft.. " 14 " " "		11.10	11.95
5x8 ft.. " 15 " " "		12.70	13.65
5x9 ft.. " 17 " " "		14.30	15.35
6x7 ft..about 16 pounds.		\$13.35	\$14.35
6x8 ft.. " 19 " " "		15.25	16.40
6x9 ft.. " 21 " " "		17.15	18.45
6x10 ft.. " 22 " " "		18.95	20.50
7x9 ft..about 25 pounds.		\$19.95	\$21.50
7x10 ft.. " 27 " " "		22.25	23.90
8x8 ft..about 25 pounds.		\$20.35	\$21.85
8x9 ft.. " 27 " " "		22.85	24.60
8x10 ft.. " 30 " " "		25.40	27.30
8 1/4 x 10 1/2 ft.. " 35 " " "		27.50	29.60
8x11 ft.. " 34 " " "		27.95	29.95
9x9 ft..about 31 pounds.		\$25.50	\$27.40
9x10 ft.. " 34 " " "		28.35	30.45
9x11 ft.. " 38 " " "		30.30	32.55
9x12 ft.. " 42 " " "		30.85	33.15
9x13 ft.. " 45 " " "		36.30	38.95
9x14 ft.. " 49 " " "		39.65	42.65
9x15 ft.. " 52 " " "		42.50	45.70
9x18 ft.. " 62 " " "		50.95	54.85
10x10 ft..about 39 pounds.		\$31.50	\$33.85
10x11 ft.. " 43 " " "		34.65	37.25
10x12 ft.. " 47 " " "		37.80	40.60
10x13 ft.. " 51 " " "		40.95	43.95
10x14 ft.. " 54 " " "		43.95	47.40
11x11 ft..about 47 pounds.		\$38.10	\$40.95
11x12 ft.. " 51 " " "		41.55	44.70
11x13 ft.. " 55 " " "		44.95	48.40
11x14 ft.. " 60 " " "		48.50	52.10
12x12 ft..about 56 pounds.		\$45.35	\$48.75
12x15 ft.. " 70 " " "		56.65	60.90

RUNNERS — for Stair, Hall (Any Length)

For Each Foot in Length:

27 ins. wide.. 1 pound..	\$.71	\$.76
36 ins. " 1 1/4 " " "	.95	1.02
22 ins. " 3/4 " " "	.61	.65

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:

4 ft. wide.. 1 1/2 pounds	\$1.32	\$1.42
5 ft. " 2 " " "	1.65	1.77
6 ft. " 2 1/4 " " "	1.98	2.13
7 ft. " 2 3/4 " " "	2.30	2.47
8 ft. " 3 " " "	2.63	2.83
9 ft. " 3 1/2 " " "	2.84	3.05
10 ft. " 4 " " "	3.30	3.54
11 ft. " 4 1/4 " " "	3.62	3.89
12 ft. " 4 3/4 " " "	3.78	4.06
13 ft. " 5 " " "	4.28	4.62
14 ft. " 5 1/2 " " "	4.61	4.96
15 ft. " 5 3/4 " " "	4.93	5.30
16 ft. " 6 1/4 " " "	5.27	5.66

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

Number 4051 →

Grey Green *A Delight to the Eye*

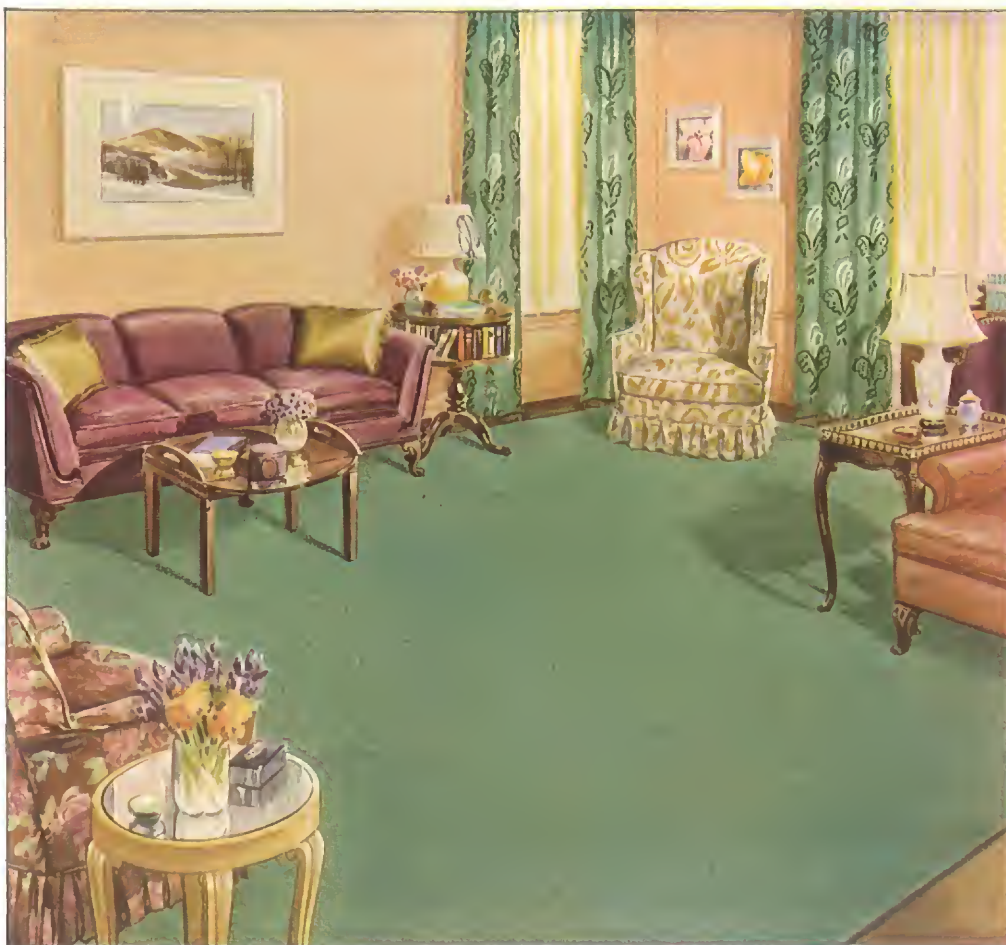
IT is easy to understand why the popularity of Olson Reversible Broadloom rugs in solid colors becomes greater each year, for no lovelier background could possibly be found for furnishings of every type and period.

One of the most widely chosen colors is this practical, restful, easy-to-live-with Grey Green. Note how the rug lends spaciousness to this setting. It has depth and richness of tone—a luxuriousness underfoot that is very appealing.

We can give you sizes to fit every conceivable room—sizes you can't get elsewhere. Why not try this beautiful, Seamless, Reversible rug on your own floor, at our risk?

We guarantee satisfaction. Let your old rugs, carpets, clothing save half your rug money.

←SIZES, PRICES on Opposite Page



← Number 7151

Mulberry *New Popular Shade*

NEVER before have homes been so colorful, so attractive, so inviting. Modern women have discovered the invigorating magic of color; and leading decorators urge its use with frank sincerity.

This glorious new shade of Mulberry will bring new inspiration to any room—and will transform dull rooms into cheerful, inviting ones. There is a feeling of quiet luxury and refinement about this rich color which will handsomely set off your other furnishings.

Why not order this beautiful new broadloom rug now? Your old rugs, carpets, clothing and our low Factory-to-you prices save you more money than ever.

Woven Seamless and Reversible with the same deep-textured luxury on both sides for double wear.

←SIZES, PRICES on Opposite Page



Number 20550

18th Century Broadloom Loveliness

AN exquisite, colorful, 18th Century floral design that will bring to your home all the dignity and graciousness of "The Golden Age of Taste." While perfectly suited for 18th Century French, English, Victorian or Georgian rooms, it is also the perfect rug for less formal rooms of mixed periods. The beautiful colors and the grace of this fine design on a deep, rich, wine red background will bring out the charm of other furnishings. Regardless of size, every rug is woven complete with a finished border. Seamless and Reversible for double luxury underfoot.

SEND US YOUR OLD CARPETS, RUGS, CLOTHING

SIZES MATERIALS PRICES

SEND		
27x42 in..about	3 pounds.	\$2 ⁹⁰
30x54 in...."	4...."	3 ⁹⁵
36x63 in...."	6...."	5 ⁵⁵
27 in.x 6 ft.."	6 pounds.	\$4 ⁹⁸
27 in.x 9 ft.."	9...."	7 ⁴⁷
27 in.x12 ft.."	12...."	9 ⁹⁶
27 in.x15 ft.."	15...."	12 ⁴⁵
4x6 ³ / ₄ ft..about	10 pounds.	\$9 ⁹⁵
6x9 ft....."	21...."	19 ⁹⁵
8 ¹ / ₄ x10 ¹ / ₂ ft.."	35...."	32 ¹⁵
9x9 ft....about	31 pounds.	\$29 ⁸⁰
9x10 ft....."	34...."	33 ¹⁰
9x10 ¹ / ₂ ft.."	36...."	34 ⁷⁶
9x11 ft....."	38...."	35 ⁵⁰
9x12 ft....."	42...."	35 ⁹⁵
9x13 ft....."	45...."	41 ⁹⁰
9x14 ft....."	49...."	46 ³⁵
9x15 ft....."	52...."	49 ⁷⁰
9x16 ft..about	56 pounds.	\$52 ⁹⁶
9x17 ft....."	59...."	56 ²⁷
9x18 ft....."	62...."	59 ⁶⁰
9x19 ft....."	66...."	62 ⁸⁹
9x20 ft....."	70...."	66 ²⁰
9x21 ft....."	73...."	69 ⁵¹
11x11 ft..about	47 pounds.	\$44 ⁵⁰
11x12 ft....."	51...."	48 ⁵⁵
11x13 ft....."	55...."	52 ⁶⁰
11x14 ft....."	60...."	56 ⁶⁵
11x15 ft....."	64...."	60 ⁷⁰
11x16 ft..about	68 pounds.	\$67 ⁶⁸
11x17 ft....."	72...."	71 ⁹¹
11x18 ft....."	76...."	76 ¹⁴
11x19 ft....."	80...."	80 ³⁷
11x20 ft....."	85...."	84 ⁶⁰
11x21 ft....."	89...."	88 ⁸³

RUNNER — Stair, Hall ANY LENGTH

For Each Foot in Length:

27 ins. wide...1 pound... \$.83

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:

9 ft. wide...3¹/₂ pounds \$3.31

11 ft...."....4¹/₄....".... 4.23

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

"Your Old Rugs,
Carpets, Clothing,
Are Too Valuable
To Waste"

Number 69509 →

*Lovely, Modern
New "Texture" Design*

WE have achieved this charming effect by combining true Early American motifs with approved Modern designs in tones of rich Raisin, Terra Cotta, Peach and Ecu on a soft, new Rose Quartz ground color. This pattern is conservative enough for use in rooms of any period. Picture your home beautified by it! Seamless and Reversible for double wear, this rug is practical, beautiful and surprisingly low priced too. You save half the easy Olson way.

←SIZES, PRICES on Opposite Page



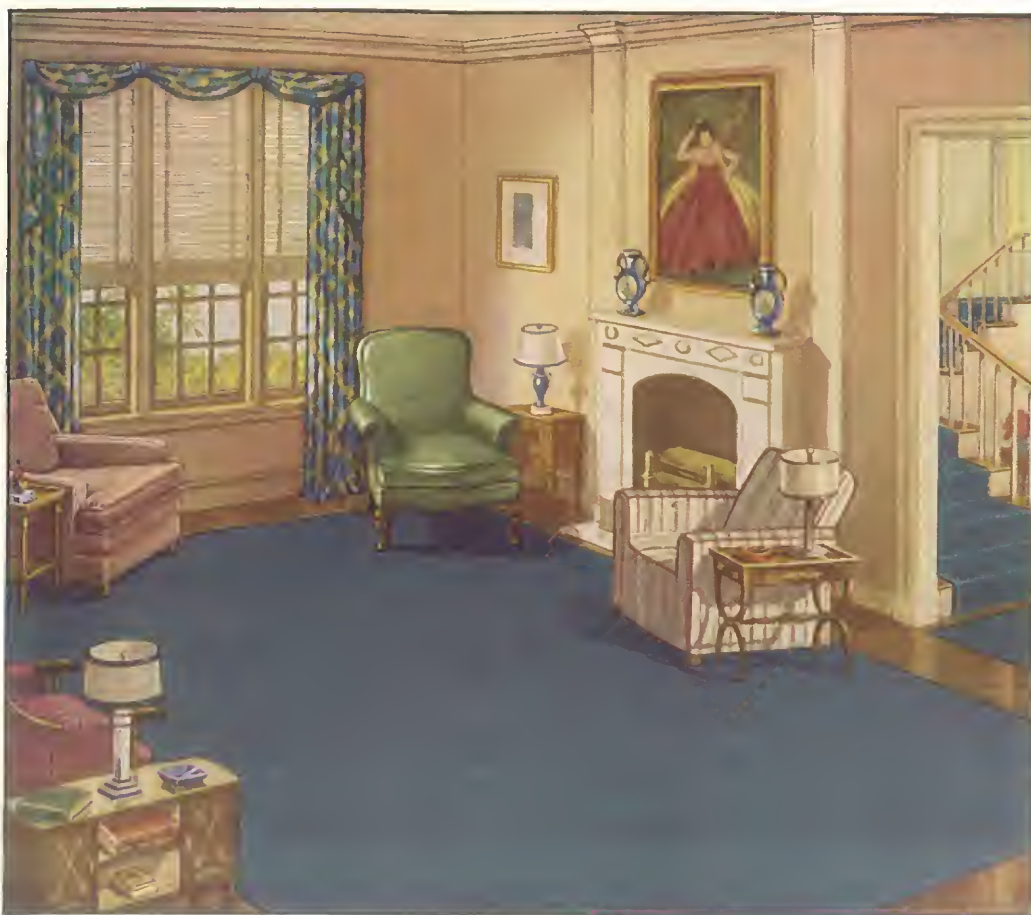
← Number 12552

*Exquisite Blue
Tone on Tone Design*

THE colorful, modern beauty of this distinguished looking broadloom rug will delight you. It is hard to imagine a richer background for other furnishings regardless of period or style. It will bring deep-textured loveliness and the charm of simplicity to any room in your home. The graceful leaf design is handsomely set off with a rich border all around. A luxuriously soft, seamless, reversible rug that will give double wear and double your money's worth. Send your materials and see for yourself.

←SIZES, PRICES on Opposite Page





Number 1051

No Wonder Blue is so Popular

PERHAPS no other color, with the exception of Green, has won such popularity as the soft, rich, new Blue shown above. This is the harmonious new Blue that all women are so enthusiastic about because it blends with so many decorating schemes and is a practical color for any room in the house. Color is the secret of beautiful rooms. You will be delighted with the change this rich color will make—a sure cure for monotony. Try this

exquisite new rug on your own floors. You take no risk because every Olson rug is backed by our famous 66-year-old guarantee of satisfaction or your money back. Woven Seamless and Reversible with the same lovely color and the same deep-textured luxury on both sides. Your old Rugs, Carpets, Clothing and our low factory-to-you prices enable you to save half your rug money and get finer rugs like this, the Easy Olson Way.

Number 2156

Rust with Border



Number 9056

Taupe with Border



Number 1056

Blue with Border



SIZES	MATERIAL SEND	WITHOUT BORDER	WITH BORDER
27x42 in..about 3 pounds.		\$2.40	\$2.60
30x54 in...." 4...."		3.40	3.65
36x63 in...." 6...."		4.75	5.10
4x5 ft...about 7 pounds.		\$6.35	\$6.85
4x6 ft...." 9...."		7.60	8.20
4x6 3/4 ft...." 10...."		8.60	9.20
5x6 ft...about 12 pounds.		\$9.55	\$10.25
5x7 ft...." 14...."		11.10	11.95
5x8 ft...." 15...."		12.70	13.65
5x9 ft...." 17...."		14.30	15.35
6x7 ft...about 16 pounds.		\$13.35	\$14.35
6x8 ft...." 19...."		15.25	16.40
6x9 ft...." 21...."		17.15	18.45
6x10 ft...." 22...."		18.95	20.50
7x9 ft...about 25 pounds.		\$19.95	\$21.50
7x10 ft...." 27...."		22.25	23.90
8x8 ft...about 25 pounds.		\$20.35	\$21.85
8x9 ft...." 27...."		22.85	24.60
8x10 ft...." 30...."		25.40	27.30
8 1/4 x 10 1/2 ft...." 35...."		27.50	29.60
8x11 ft...." 34...."		27.95	29.95
9x9 ft...about 31 pounds.		\$25.50	\$27.40
9x10 ft...." 34...."		28.35	30.45
9x11 ft...." 38...."		30.30	32.55
9x12 ft...." 42...."		30.85	33.15
9x13 ft...." 45...."		36.30	38.95
9x14 ft...." 49...."		39.65	42.65
9x15 ft...." 52...."		42.50	45.70
9x18 ft...." 62...."		50.95	54.85
10x10 ft..about 39 pounds.		\$31.50	\$33.85
10x11 ft...." 43...."		34.65	37.25
10x12 ft...." 47...."		37.80	40.60
10x13 ft...." 51...."		40.95	43.95
10x14 ft...." 54...."		43.95	47.40
11x11 ft..about 47 pounds.		\$38.10	\$40.95
11x12 ft...." 51...."		41.55	44.70
11x13 ft...." 55...."		44.95	48.40
11x14 ft...." 60...."		48.50	52.10
12x12 ft..about 56 pounds.		\$45.35	\$48.75
12x15 ft...." 70...."		56.65	60.90
RUNNERS—for Stair, Hall (Any Length)			
For Each Foot in Length:			
27 ins. wide.. 1 pound...	\$.71	\$.76	
36 ins." 1 1/4"	.95	1.02	
22 ins." 3/4"	.61	.65	
SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:			
For Each Foot in Length:			
4 ft. wide.... 1 1/2 pounds	\$1.32	\$1.42	
5 ft...." 2...."	1.65	1.77	
6 ft...." 2 1/4...."	1.98	2.13	
7 ft...." 2 3/4...."	2.30	2.47	
8 ft...." 3...."	2.63	2.83	
9 ft...." 3 1/2...."	2.84	3.05	
10 ft...." 4...."	3.30	3.54	
11 ft...." 4 1/4...."	3.62	3.89	
12 ft...." 4 3/4...."	3.78	4.06	
13 ft...." 5...."	4.28	4.62	
14 ft...." 5 1/2...."	4.61	4.96	
15 ft...." 5 3/4...."	4.93	5.30	
16 ft...." 6 1/4...."	5.27	5.66	

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

Number 9051 →

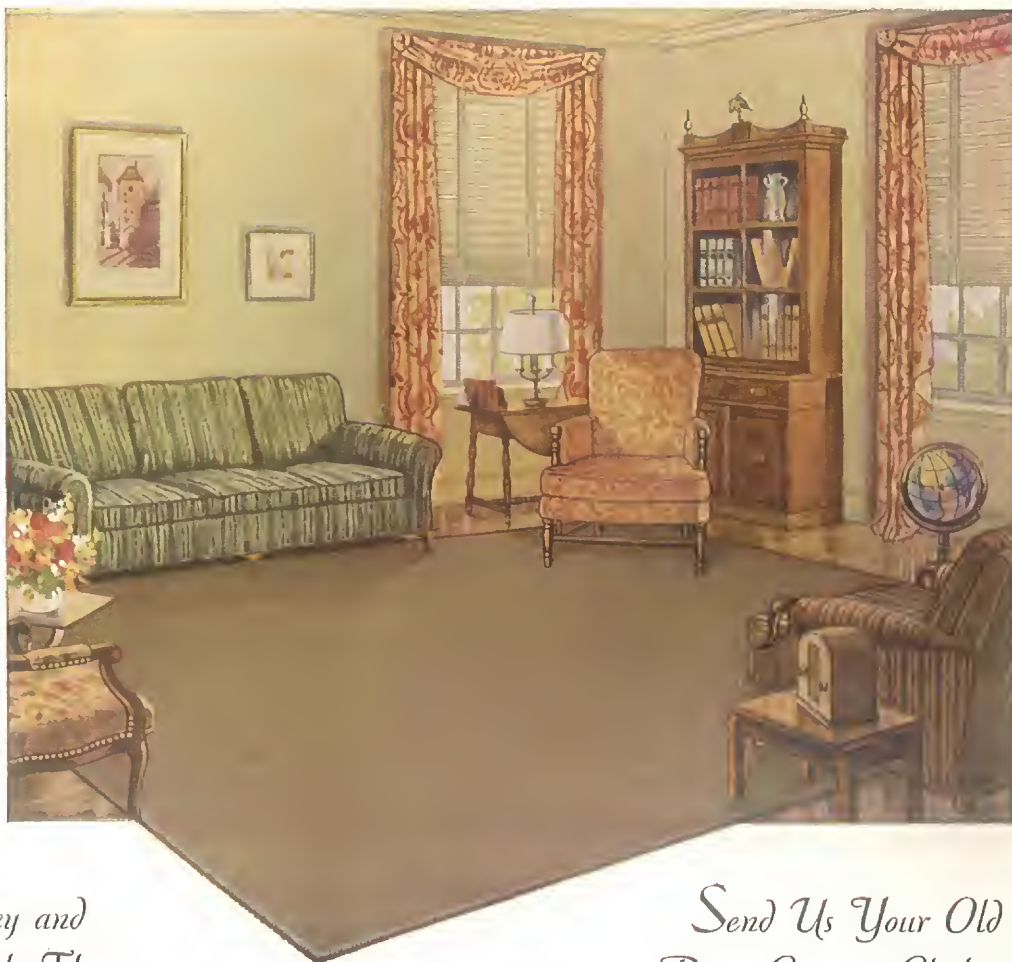
Taupe *Beautiful, Practical*

TAUPE—for rich simplicity and distinction. There is no more popular, practical rug color. Stands abusive wear and always looks good—always restful, harmonious and wholly charming.

Taupe is appropriate for any room in the home—upstairs or down. Note how agreeably the broad expanse of seamless Taupe harmonizes with the walls, drapes and furniture in this living room.

Picture this attractive rug in your own home. The nap is rich, deep, long-wearing and the same on both sides. Luxuriously soft underfoot. Try Olson Rugs at our risk. We guarantee to satisfy you.

◀SIZES, PRICES on Opposite Page



*Save ½ Your Rug Money and
Have Lovelier Rugs Like These*

*Send Us Your Old
Rugs, Carpets, Clothing*



← Number 2151

Rust *A Lovely Blend*

HERE is a beautiful, rich color effect that enjoys great popularity because of its warm beauty, its ability to stay fresh under the hardest wear, and the ease with which it may be used in many varied color schemes.

See what a perfect background it makes for the furnishings in the attractive living room at the left.

Its blend of soft, Rust tones forms a very pleasing pattern effect. This rug is intensely practical for rooms where there is much traffic—or in homes where there are growing children.

Woven seamless and reversible for double wear and luxury, it will give you years of perfect satisfaction and service. Why not order lovely Olson Rugs now and save half your rug money?

◀SIZES, PRICES on Opposite Page



Number 61501

"Oak Leaf" In Woodtone Colors

THIS beautiful, new, allover pattern rug is designed to bring elegance to your scheme of decoration. The graceful leaf pattern is worked out in rich tones of Copper, Chestnut Brown, Autumn Oak and Rust on a deep Raisin ground. Occasional small leaves in soft blended Reds and Greens enhance the regal pattern and accent the richness of the deeper ground tone. It brings a magic touch of beauty to interiors of any style. Woven seamless and reversible with the same lovely pattern on both sides for double durability.

They're MODERN BROADLOOM RUGS woven REVERSIBLE

SIZES MATERIAL PRICES

SEND		
27x42 in..about	3 pounds.	\$2.90
30x54 in...."	4...."	3.95
36x63 in...."	6...."	5.55
27 in. x 6 ft.."	6 pounds.	\$4.98
27 in. x 9 ft.."	9...."	7.47
27 in. x12 ft.."	12...."	9.96
27 in. x15 ft.."	15...."	12.45
4x6 3/4 ft..about	10 pounds.	\$9.95
6x6 ft....about	14 pounds.	\$13.86
6x7 ft....."	.16...."	15.60
6x8 ft....."	.19...."	17.85
6x9 ft....."	.21...."	19.95
6x10 ft....."	.22...."	22.30
6x12 ft....."	.27...."	27.72
8x8 ft....about	25 pounds.	\$23.75
8x9 ft....."	.27...."	26.75
8x10 ft....."	.30...."	29.70
8 1/4 x10 1/2 ft.."	.35...."	32.15
8x11 ft....."	.34...."	32.70
8x12 ft....."	.36...."	36.84
8x13 ft....."	.39...."	39.91
8x14 ft....."	.42...."	42.98
9x9 ft....about	31 pounds.	\$29.80
9x10 ft....."	.34...."	33.10
9x10 1/2 ft....."	.36...."	34.76
9x11 ft....."	.38...."	35.50
9x12 ft....."	.42...."	35.95
9x13 ft....."	.45...."	41.90
9x14 ft....about	49 pounds.	\$46.35
9x15 ft....."	.52...."	49.70
9x16 ft....."	.56...."	52.96
9x17 ft....."	.59...."	56.27
9x18 ft....."	.62...."	59.60
11x11 ft..about	47 pounds.	\$44.50
11x12 ft....."	.51...."	48.55
11x13 ft....."	.55...."	52.60
11x14 ft....."	.60...."	56.65
11x15 ft....."	.64...."	60.70
11x18 ft....."	.76...."	76.14
12x12 ft..about	56 pounds.	\$52.95
12x13 ft....."	.61...."	57.33
12x14 ft....."	.65...."	61.74
12x15 ft....."	.70...."	66.25
12x18 ft....."	.84...."	79.38
RUNNERS — Stair, Hall ANY LENGTH		
For Each Foot in Length:		
27 ins. wide..	1 pound...	\$.83
36 ins.	1 1/4 "...."	1.10
SPECIAL SIZES woven in following		
WIDTHS by ANY LENGTH at the		
prices shown below:		
For Each Foot in Length:		
6 ft. wide ...	2 1/4 pounds	\$2.31
8 ft.	3....."	3.07
9 ft.	3 1/2....."	3.31
11 ft.	4 1/4....."	4.23
12 ft.	4 3/4....."	4.41

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

Number 92502 →

Authentic Colonial For Rich, Mellow Charm

Why put up with worn rugs when you can send them away to the Olson factory and receive a rug as charmingly modern as the "Colonial" rug shown here? We consider this one of the loveliest reproductions of that mellow, graceful period. The soft, rich colors are so varied that they will blend perfectly with any decorating scheme, adding a note of colorful freshness to your home. And the prices are a pleasant reminder that good taste need not be measured by price. You risk nothing by a trial. We guarantee satisfaction or your money back. Every rug is woven Seamless and Reversible with a small, neat "finished" border all around.

← SIZES, PRICES on Opposite Page



← Number 41541

"Fern Leaf" Stunning Modern Design

HERE is the last word in modern rug styling achieved by Olson craftsmen. The graceful fern leaves, in dark Hunter Green, present a charming contrast to the lighter Moss Green field—while accents of deep Pine Green and delicate tones of Sage add depth and character. Unlike ordinary one-sided store rugs, these deep-textured Olson Seamless Reversible Broadloom Rugs are *not* cut from rolls. Every rug is woven complete with a finished border all around. Send us your old materials and beautify your home at *half* the cost.

← SIZES, PRICES on Opposite Page



Number 7051

Two-Tone Rose Lovely, Practical Blend

A CHARMING new blend in exquisite shades of light and dark Rose. Because of its long-wearing, luxurious texture, and the modern colorful decorating effects it makes possible, it has rapidly become a favorite—not only for bedrooms, but for other rooms as well.

The use of these soft, rich shades as a background for other furnishings enables the home decorator to use exceptionally colorful designs on walls, drapes and furniture coverings with a delightfully harmonious and wholly charming effect. This fascinating, full-bodied reversible Broadloom rug brings rich beauty and luxury at small cost. Why not try this lovely rug in your own home? Woven in sizes to fit any room.

SIZES	MATERIAL	PRICES
SEND		
27x42 in..about	3 pounds.	\$2 ⁴⁰
30x54 in...."	4...."	3 ⁴⁰
36x63 in...."	6...."	4 ⁷⁵
4x5 ft....about	7 pounds.	\$6 ³⁵
4x6 ft....."	9...."	7 ⁶⁰
4x6 ³ / ₄ ft...."	10...."	8 ⁶⁰
5x6 ft....about	12 pounds.	\$9 ⁵⁵
5x7 ft....."	14...."	11 ¹⁰
5x8 ft....."	15...."	12 ⁷⁰
5x9 ft....."	17...."	14 ³⁰
6x7 ft....about	16 pounds.	\$13 ³⁵
6x8 ft....."	19...."	15 ²⁵
6x9 ft....."	21...."	17 ¹⁵
6x10 ft...."	22...."	18 ⁹⁵
7x9 ft....about	25 pounds.	\$19 ⁹⁵
7x10 ft...."	27...."	22 ²⁵
8x8 ft....about	25 pounds.	\$20 ³⁵
8x9 ft....."	27...."	22 ⁸⁵
8x10 ft....."	30...."	25 ⁴⁰
8 ¹ / ₄ x10 ¹ / ₂ ft.."	35...."	27 ⁵⁰
8x11 ft....."	34...."	27 ⁹⁵
9x9 ft....about	31 pounds.	\$25 ⁵⁰
9x10 ft....."	34...."	28 ³⁵
9x11 ft....."	38...."	30 ³⁰
9x12 ft....."	42...."	30 ⁸⁵
9x13 ft....."	45...."	36 ³⁰
9x14 ft....."	49...."	39 ⁶⁵
9x15 ft....."	52...."	42 ⁵⁰
9x18 ft....."	62...."	50 ⁹⁵
10x10 ft..about	39 pounds.	\$31 ⁵⁰
10x11 ft....."	43...."	34 ⁶⁵
10x12 ft....."	47...."	37 ⁸⁰
10x13 ft....."	51...."	40 ⁹⁵
10x14 ft....."	54...."	43 ⁹⁵
11x11 ft..about	47 pounds.	\$38 ¹⁰
11x12 ft....."	51...."	41 ⁵⁵
11x13 ft....."	55...."	44 ⁹⁵
11x14 ft....."	60...."	48 ⁵⁰
12x12 ft..about	56 pounds.	\$45 ³⁵
12x15 ft....."	70...."	56 ⁶⁵

RUNNERS — Stair, Hall ANY LENGTH

For Each Foot in Length:		
27 ins. wide..	1 pound...	\$.71
36 ins.	1 ¹ / ₄"	.95
22 ins.	3 ⁴ / ₄"	.61

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:		
4 ft. wide....	1 ¹ / ₂ pounds	\$1.32
5 ft.	2...."	1.65
6 ft.	2 ¹ / ₄"	1.98
7 ft.	2 ³ / ₄"	2.30
8 ft.	3...."	2.63
9 ft.	3 ¹ / ₂"	2.84
10 ft.	4...."	3.30
11 ft.	4 ¹ / ₄"	3.62
12 ft.	4 ³ / ₄"	3.78
13 ft.	5...."	4.28
14 ft.	5 ¹ / ₂"	4.61
15 ft.	5 ³ / ₄"	4.93
16 ft.	6 ¹ / ₄"	5.27

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

OLSON RUGS ARE SO SOFT AND WARM UNDERFOOT

Number 3151 →

Blue and Taupe A Rich, Practical Blend

WHAT could be more practical for any room where hard wear is expected than this luxurious, all-purpose figured rug?

The lovely rich effect shown here has been secured by blending a beautiful soft shade of Blue with Taupe. The result is a rug that forms a background against which other color schemes show up splendidly.

A blend so harmonious, so delightfully different, that it presents an entirely new idea in planning your decorating scheme. Stands unlimited wear without showing soil. Woven Seamless and Reversible without border only, as shown here. The wide range of sizes enables you to choose rugs that exactly fit.

←SIZES, PRICES on Opposite Page



*Broadloom
Woven Reversible
for Double Wear*

*The Correct
Size Rug for
Every Size Room*

← Number 2751

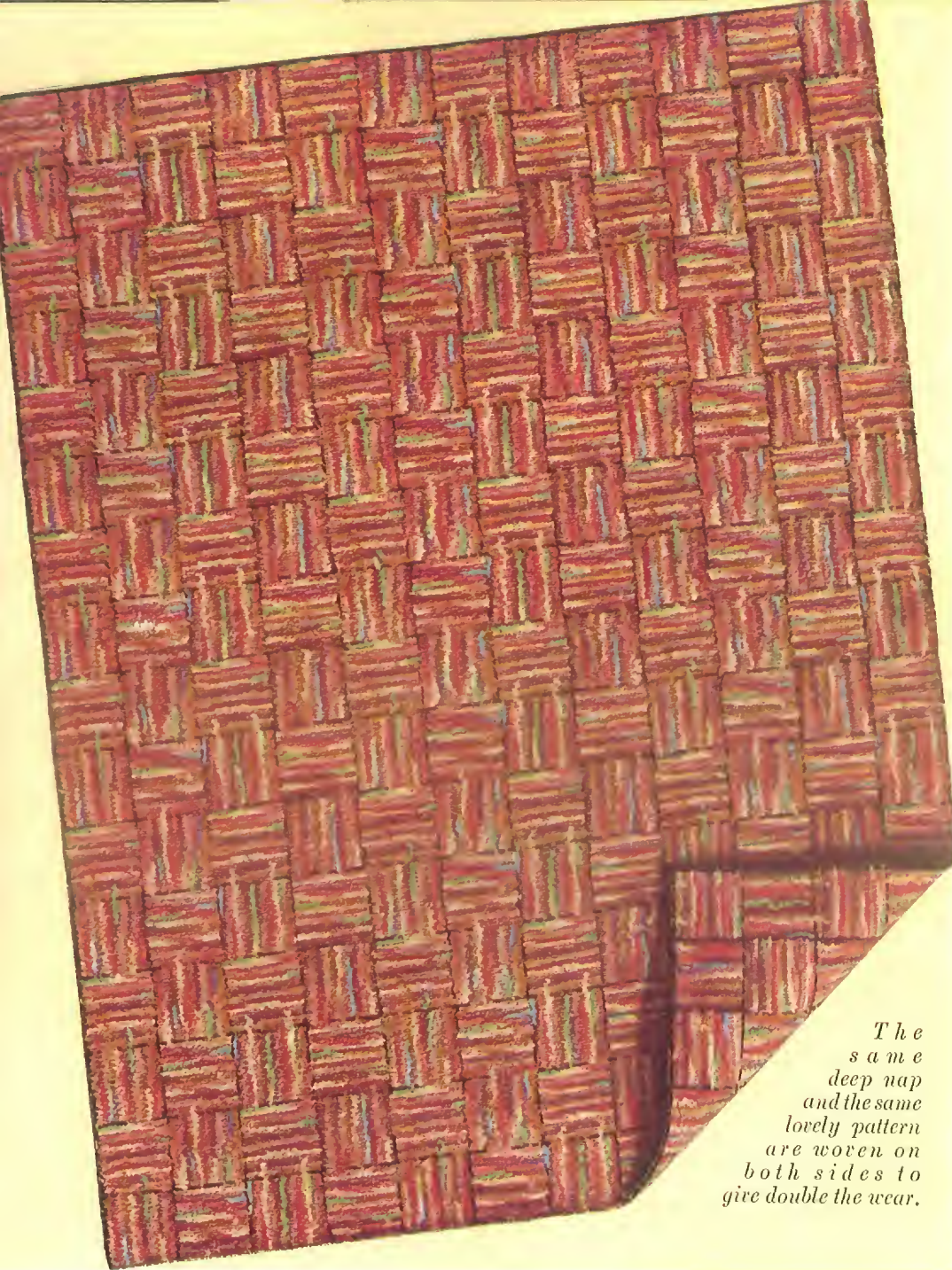
Cedar Rust A Smart New Shade

THERE is an air of spaciousness and harmony in this friendly, livable room that has been achieved by the choice of a plain toned Cedar Rust rug that covers most of the floor to within a foot of the walls.

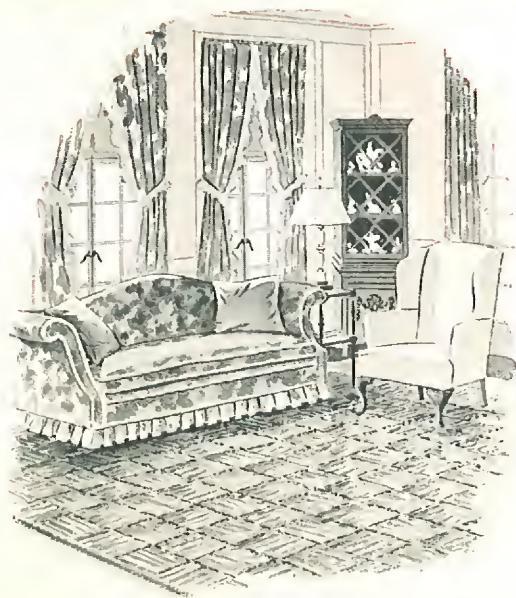
Seldom have we seen a more delightful or more practical rug color. How beautifully it blends into this pleasant room—the soft, rich color forming a perfect background for a wide variety of color schemes.

Can't you just picture this serviceable rug in your living room—dining room—yes, your bedroom or hall? Only when you have actually seen this beautiful broadloom on your own floors, will you realize how much character and charm it will bring. Save one-half and get better rugs like these by sending your old material.

←SIZES, PRICES on Opposite Page



*The
same
deep nap
and the same
lovely pattern
are woven on
both sides to
give double the wear.*



Number 93553

Colorful Blend *Early American Charm*

HERE is a rug that carries all the fine traditions of authentic Early American design in a blend of exquisite soft colors: Rust, Terra Cotta, Taupe and Beige with dashes of Delft Blue, Ecru and Turquoise. Admirably suited to the cultured, modern home of today. A rug that brings you the loveliness of old-time charm at a price too temptingly low to resist—a pattern that brings character and interest to any room—and goes with almost everything.

SIZES MATERIALS PRICES

SEND		
27x42 in..about	3 pounds.	\$2 ⁹⁰
30x54 in....	4....	3 ⁹⁵
36x63 in....	6....	5 ⁵⁵
27 in.x 6 ft....	6 pounds.	\$4 ⁹⁸
27 in.x 9 ft....	9....	7 ⁴⁷
27 in.x12 ft....	12....	9 ⁹⁶
27 in.x15 ft....	15....	12 ⁴⁵
4x6 ³ / ₄ ft..about	10 pounds.	\$9 ⁹⁵
6x9 ft.....	21....	19 ⁹⁵
8 ¹ / ₄ x10 ¹ / ₂ ft....	35....	32 ¹⁵
9x9 ft....about	31 pounds.	\$29 ⁸⁰
9x10 ft.....	34....	33 ¹⁰
9x10 ¹ / ₂ ft....	36....	34 ⁷⁶
9x11 ft.....	38....	35 ⁵⁰
9x12 ft.....	42....	35 ⁹⁵
9x13 ft.....	45....	41 ⁹⁰
9x14 ft.....	49....	46 ³⁵
9x15 ft.....	52....	49 ⁷⁰
9x16 ft....about	56 pounds.	\$52 ⁹⁶
9x17 ft.....	59....	56 ²⁷
9x18 ft.....	62....	59 ⁶⁰
9x19 ft.....	66....	62 ⁸⁹
9x20 ft.....	70....	66 ²⁰
9x21 ft.....	73....	69 ⁵¹
11x11 ft..about	47 pounds.	\$44 ⁵⁰
11x12 ft....	51....	48 ⁵⁵
11x13 ft....	55....	52 ⁶⁰
11x14 ft....	60....	56 ⁶⁵
11x15 ft....	64....	60 ⁷⁰
11x16 ft..about	68 pounds.	\$67 ⁶⁸
11x17 ft....	72....	71 ⁹¹
11x18 ft....	76....	76 ¹⁴
11x19 ft....	80....	80 ³⁷
11x20 ft....	85....	84 ⁶⁰
11x21 ft....	89....	88 ⁸³

RUNNER — Stair, Hall

ANY LENGTH
For Each Foot in Length:
27 ins. wide...1 pound... \$.83

SPECIAL SIZES woven in following WIDTHS by ANY LENGTH at the prices shown below:

For Each Foot in Length:
9 ft. wide...3¹/₂ pounds \$3.31
11 ft....4¹/₄.... 4.23

[Above weights are 1/4 less than required. We add NEW WOOL to make up the difference at no extra charge.]

“Your Old Rugs,
Carpets, Clothing,
Are Too Valuable
To Waste”

NATION'S LEADING MAGAZINES Stand Back of the Olson Guarantee

THROUGH THE
PAGES OF
AMERICA'S GREAT
MAGAZINES,
OLSON RUGS
HAVE BEEN A
HOUSEHOLD
WORD FOR OVER
HALF A CENTURY

You Do Not Risk One Penny

GOOD HOUSEKEEPING

"Before it accepts the advertising of any product, Good Housekeeping carefully investigates its merit . . . GOOD HOUSEKEEPING, further, examines every advertisement offered to it for publication and makes every effort to assure itself that essential claims are justified.

"AND THIS IS YOUR GUARANTY: If you purchase any product advertised in GOOD HOUSEKEEPING and find it unsatisfactory, we will carefully investigate your complaint. If the product is defective it will be replaced or your money refunded."

NEEDLECRAFT

"All advertisements in Needlecraft Magazine are absolutely guaranteed if we are notified within three months of the purchase that the goods are not as represented."

WOMAN'S HOME COMPANION

"The appearance of an advertisement in Woman's Home Companion is a specific warranty of the product advertised and of the integrity of the house sponsoring the advertisement. Only those products which live up to the claims made for them can be advertised in these pages."

McCALL'S

"Truth in Advertising—McCall's will not knowingly insert advertisements from other than reliable firms."

WOMAN'S WORLD

"We stand back of every advertisement appearing in WOMAN'S WORLD. We guarantee these advertisements because we believe advertised goods offer you fullest protection, highest quality and more service. We will refund your money if you are not satisfied with the value received or treatment given by any advertiser in WOMAN'S WORLD."

PARENTS' MAGAZINE

"PARENTS' MAGAZINE conscientiously endeavors, through its Consumer Service Bureau, to apply high standards in passing on products to be advertised therein, and to open its pages only to useful products, made by responsible manufacturers, which are of definite value in creating and maintaining healthful, efficient and attractive homes."

We print here only a few of the many magazines used.

BELOW: Seal of Approval of HOUSEHOLD MAGAZINE which has been awarded Olson Rugs for "quality, durability, suitability, and economy."



RIGHT: House & Garden's Seal awarded Olson Rugs for style, quality and value.

OLSON RUGS
GUARANTEED BY
Good Housekeeping
As Advertised Therein

The above guarantee of this famous magazine is double assurance of satisfaction.

MAGAZINE EDITORS — RADIO HOMEMAKERS PRAISE OLSON REVERSIBLE RUGS



from **WLS, Chicago**

"... We are glad to have the privilege of telling our listeners about Olson Rugs in the WLS Homemakers' Hour." —
Harriet Hester.

BETTER HOMES & GARDENS "Think of being able to use old carpets and materials to obtain such delightful rugs as these . . ."

from **KMOX, St. Louis**

"... please accept my congratulations for the excellent work you are doing in helping the American housewife to enjoy the luxury of rich looking, stylish rugs at small cost." —
Josephine S. Halpin.

from **HOUSEHOLD MAGAZINE**

"... they are real rugs of excellent grade and bear no trace of their former estate."

from **GOOD HOUSEKEEPING**

"... For the floor we found a perfect rug combining tan with soft orange, taupe, rust and turquoise in the Cape Cod design. It is made of old rugs, thoroughly cleaned, and was inexpensive." —*Helen Koues.*

from **WJSV, Washington, D. C.**

"An 'Olson' is a brilliant addition to any room. It gives a room real character with its skillful blending of colors and design and its deep cushiony feel. And to top it all, an Olson is tops in durability." —*Elinor Lee.*

from **NEEDLECRAFT**

"Rugs made over from old woolens are smart, and above all, eminently practical."

from **COUNTRY GENTLEMAN**

"It looks like an expensive, deep-piled broadloom. It was quite inexpensive . . . woven of old carpets and clothing."

from **KDKA, Pittsburgh**

"Did you ever know a woman not as pleased as Punch when she makes over last year's frock into something new and smart for this season? There's the same satisfaction when she finds she can make use of old materials for a modern Olson rug." —*Janet Ross.*

from **KFNF, Shenandoah, Iowa**

"The broadloom weave, the deep nap on both sides, assuring double wear are features of more than ordinary interest. Olson Rugs should merit the attention of every homemaker." —*Eloise Sullivan.*

from **WOMAN'S WORLD**

"... the weavers are particularly clever in reproducing the frieze effect of expensive broadlooms and you can have almost any smart color you choose. These rugs are heavy, durable and grand for any room."



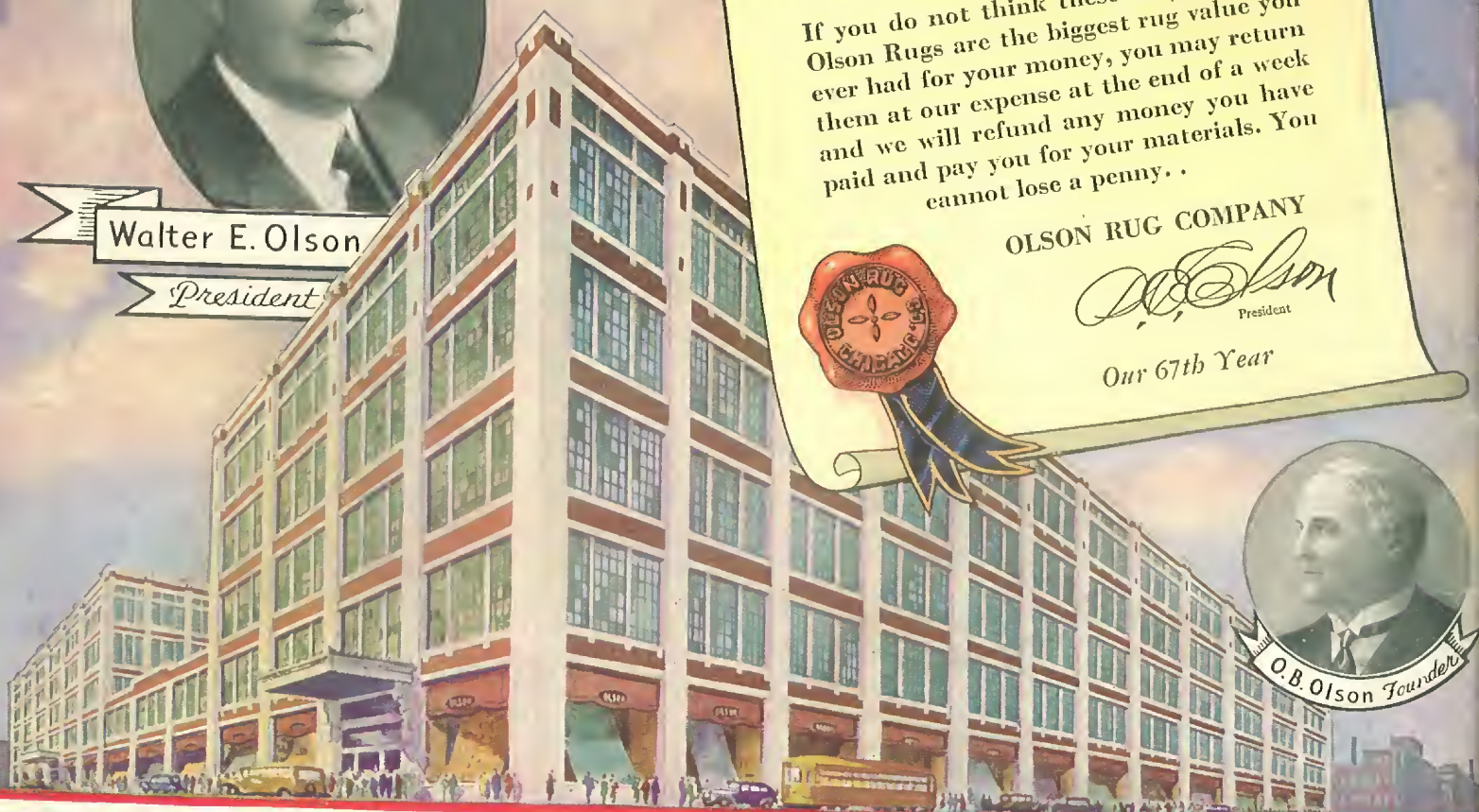
PLEASE USE THIS

SHIP TO



Walter E. Olson

President



Guarantee

WE GUARANTEE complete satisfaction. Use the new rugs on your own floors—walk on them—examine them carefully—get the opinion of your friends. . .

If you do not think these new and finer Olson Rugs are the biggest rug value you ever had for your money, you may return them at our expense at the end of a week and we will refund any money you have paid and pay you for your materials. You cannot lose a penny. .

OLSON RUG COMPANY



W. E. Olson
President

Our 67th Year



O.B. Olson Founder

We Have Had Over
300,000 VISITORS
In the Last 12 Months

WE invite *You* to visit the Olson Factory—one of the most efficient, modern rug mills in America—and see the many wonders of modern rug making. Guides will explain each operation—how the materials are shredded, sterilized, merged; the valuable wool and other materials reclaimed; then picked, carded, combed and bleached, redyed, respun and rewoven into beautiful new Olson Rugs. Also see beautiful Olson Park with its cascading Waterfalls and scenic Rock Gardens.

OLSON RUG CO.

CHICAGO NEW YORK | SAN FRANCISCO
2800 N. Crawford Avenue, CHICAGO



LARGEST MANUFACTURERS OF RUGS DEALING DIRECT WITH THE HOME